

# Need States in Nicotine and Cannabis

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Exploring need states

Drivers of need states in nicotine and cannabis

Need states in nicotine and cannabis uncovered

## COMPLEXITY AND INEXPERIENCE DRIVE RESONANCE

Need to educate around complexity and misperception supports need states

V&You: Pushing the envelope of outcome-based language in nicotine

Curaleaf's Plant Precision: Providing clarity and reassurance to potential consumers

Need states are a powerful means of addressing infrequent or inexperienced users

## MOOD MODULATION AT THE HEART OF NICOTINE AND CANNABIS NEED STATES

Key nicotine and cannabis need states over-index to the mental and mood

Wana Brands: leading edibles brand driving need states in cannabis

Lucy: changing the paradigm in nicotine communication

Core nicotine and cannabis focus on mood modulation requires balancing act from brands

## NEED STATE FRAMEWORK DRIVES INNOVATION

Developing technology, attitudes and perceptions influence need states opportunities

Koan Cordials' Love: Leveraging and accelerating changing perceptions

Troscription's Cannatine Blue: Re-interrogating the role of nicotine

Need states requires and fosters a holistic innovation ecosystem

## BARRIERS TO NEED STATES IN NICOTINE AND CANNABIS

Positioning matters in consumer purchasing decisions

FTC action against Reef CBD demonstrates perils of claim-based cannabinoid marketing

In Norway Swedish Match's General Snus communications limited by law

Legal risks in need states positioning requires manufacturers to focus on broad propositions

## CONCLUSION

Key takeaways

How to navigate need states in nicotine and cannabis

Evolution of need states in nicotine and cannabis

Questions we are asking

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