

Need States in Nicotine and Cannabis

January 2024

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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

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Need states requires and fosters a holistic innovation ecosystem

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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

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Key takeaways

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