



Proposal

Upstate Elevator Supply Co

MAY 2020

ISSUED BY

PANGEA

PUBLIC RELATIONS REPRESENTATIVES

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Executive Summary

Upstate Elevator Supply Company (Upstate) is an organic CBD company based in Burlington, Vermont. Upstate is one of the highest-quality producers of a variety of CBD products in the United States. Upstate would like to become a market leader in premium CBD products, increase brand awareness, and increase brand loyalty.

PANGEA used multiple approaches (including social listening analysis and qualitative research) to better understand the communication methods of Upstate. From a pre-existing key public, PANGEA created separate and distinct strategies and tactics for each campaign pillar which are laid out within this proposal. Some tactics include creating infographics, posting social media spotlights, creating media lists, and rebranding Upstate's CEO.

PANGEA developed a strategic public relations campaign to elevate the status of CEO Dylan Raap as a thought leader, attain a larger share-of-voice in media, and showcase and create external relationships. PANGEA's campaign pillars work together to position Upstate in the exploding CBD market.



Media Audit - Upstate Elevator Supply Co

High-ranking Google results

News mentions:

- 04/03/2020 - Retail Therapy: Seven Self-Care Items You Probably Need — and Where to Buy Them Locally, Seven Days
→ This roundup of self-care items featuring local Vermont retailers included Upstate's 65-milligram gummies and prompted readers to purchase through distributor Elevated State VT.
- 02/26/2019 - Can CBD Help Your Child?, Consumer Reports
→ The describes a customer purchasing CBD gummies from Upstate to try to help treat her son's ADHD. She explains that she stopped using them because they were expensive and didn't see the same results other parents saw using CBD as an alternative to medicine. Does not exactly put Upstate in the best light.
- 01/03/2019 - CBD for dogs, The Valley Reporter
→ The article mentions Upstate as a supplier for CBD Vermont.
- 02/02/2018 - Good chemistry? We try local CBD-coffee blends, Burlington Free Press
→ Article mentions Upstate as a supplier for Dobra Tea in Burlington. CEO Dylan Raap is also quoted in the article emphasizing calming elements of CBD.
- 12/05/2017 - Holiday Stash: A Cannabis Gift Guide | Live Culture, Seven Days
→ Article features Upstate's Full Spectrum CBD MCT Oil product in this roundup of CBD and THC-related gifts and prompts readers to buy through the Green State Gardener website.

Blog features:

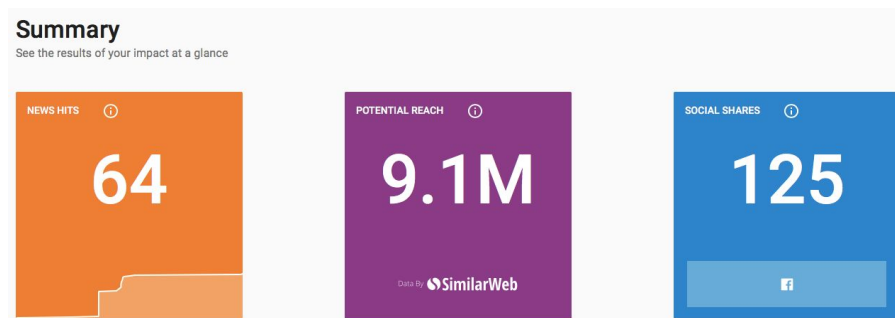
- 01/17/2019 - Top 5 Best CBD Coconut Oils for 2020, CBD Breaker
→ This article named Upstate's Full Spectrum CBD Coconut Oil as having the best formula/blend and best overall in the category for this roundup of CBD coconut oils.
- 06/30/2018 - Spotlight on CBD | Upstate Elevator Supply Co CBD Review, The Stoner Mom
→ This blogger wrote a post fully dedicated to what she called Upstate's "incredible CBD products." She also created a video.
- Not dated - Stress-relieving gifts for this era of anxiety, Brooklyn Based
→ This article features Upstate's Full Spectrum Capsules product in a roundup of stress-relieving gift ideas.

Press releases:

- 12/05/2018 - Welcome Upstate Elevator Supply Company, Farrell Distributing
→ Press release details the partnership between Upstate and Farrell Distributing to launch a new CBD sparkling beverage.

Company-issued press releases

- 03/03/2020 - Center for Food Safety Recognizes Upstate Elevator Supply Co. with an "A" Grade on its Hemp CBD Scorecard, PR Newswire
→ Impact report via Meltwater Impact
 - This story has been picked up by 64 news outlets located in seven countries and had 125 associated social media interactions in the first 5 days after the original URL was published.



Company Trustpilot

- Upstateelevator Reviews | Read Customer Service Reviews of upstateelevator.com
 - More reviews than competitor, Charlotte's Web.
 - 4.5/5 star average
 - Recent reviews

Company blog


- Organic CBD Blog
 - Professional, recent posts, nice images and very educational.
 - Initial recommendations: Under the “education” tab on their website, so a bit misleading. Perhaps changing the tab to “blog” would draw more customers to it? Create a product spotlight series, customer stories series and a series of articles by CEO Dylan Raap.

Company social media

- INSTAGRAM (25-35 target audience likely to use more)
 - 200 posts, 2,221 followers, 197 following
 - @upstateelevatorcbd | name is “Clean Crafted Organic CBD”
 - Photos of nature, products, people and screenshots of reviews. No story highlights.
 - Initial recommendations: Change name to “Upstate Elevator Supply Co” to help with brand consistency across all media channels. Tagging locations and using popular hashtags will help increase reach. Publish more post and story content - stories could feature new blog posts and Trustpilot reviews, and posts could include a product spotlight and customer story series.
- TWITTER
 - 1 tweet, 13 followers
 - Initial recommendations: Change handle to @UpstateElevatorCBD to match Instagram handle and the banner photo to match Facebook banner photo to maintain brand consistency across all channels. Publish more content such as photos from Instagram, company news, sales, new product launches, links to blog posts, industry trends and media mentions. CEO

Dylan Raap should also make an individual Twitter account to tweet about the company and the industry. He could retweet content related to industry news.

- FACEBOOK (55+ target audience likely to use more)
 - “Upstate Elevator Supply Company,” 4.5/5 rating, 736 likes, 795 following
 - Initial recommendations: Change name to “Upstate Elevator Supply Co” and profile photo to match Instagram profile photo to help with brand consistency across all media channels. Publish more post and story content - stories could feature new blog posts and Trustpilot reviews, and posts could include a product spotlight, customer story series and other articles from the company blog. Share relevant third party content like news mentions.



Competitor Audit - Charlotte's Web

High-ranking Google results

News mentions:

- 04/08/2020 - Colorado Girl Who Inspired 'Charlotte's Web' Medical Marijuana Oil Dies at 13, TIME
→ Charlotte Figi, whom Charlotte's Web was named after, died due to COVID-19 symptoms. The article discusses how Charlotte's Web obtained its name due to Charlotte Figi's seizure success story.
- 04/16/2020 - Charlotte's Web Says False Ad Suit Mixes Up Hemp And CBD, Law360
→ Charlotte's Web is facing a class action lawsuit over an advertisement that allegedly conveys the company overstates its CBD content.
- 04/07/2020 - 3 Big Problems in Charlotte's Web's Q4 Results That Should Have Investors Worried, The Motley Fool
→ CW's reported a loss of \$15.6 million in 2019 because of its challenge growing its sales. Moreover, CW's operating expenses have doubled in 2019. The Motley Fool advises readers not to invest in CW.
- 03/30/2020 - Colorado-based Charlotte's Web hires new chief operating officer, Hemp Industry Daily
→ David Panter is the new COO at CW and is replacing the past COO who left in January of this year.
- 04/15/2020 - Who's Who in CBD 2020, Drug Store News
→ CW acquired Abacus Health Products. CW has invested in external and internal government affairs expertise. Lastly, CW's edible pet supplements have been approved to carry seals of approval.

Blog features:

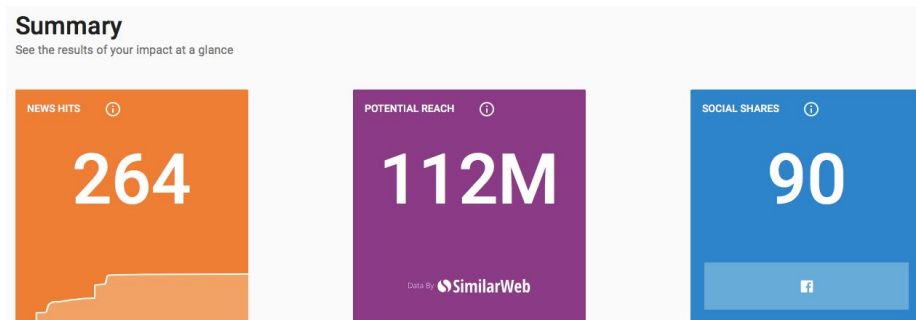
- 04/08/2020 - Charlotte Figi, Namesake of Charlotte's Web CBD Cultivar and Subject of CNN 'Weed' Documentary, Dies Due to COVID-19 Symptoms, Hemp Grower
- 04/17/2020 - Best CBD Oil for Sleep That Will Make You Doze Off in a Second, LoudCloud Health
 - Charlotte Figi, whom Charlotte's Web was named after, died due to COVID-19 symptoms. The blog discusses how Charlotte's Web obtained its name due to Charlotte Figi's seizure success story.
- 03/29/2020 - 5 CBD Tinctures We Love for Reducing Stress and Anxiety During Isolation, New Beauty
 - The blog mentions one of CW's products, Charlotte's Web CBD Oil 17mg – Mint Chocolate, as the top five CBD tinctures.
- 04/07/2020 - CBD hemp oil can be helpful for many people looking for more health support. What benefits can CBD hemp oil be able to provide for you?, We Heart
 - The blog suggests that readers should try CW's CBD hemp oil if they are a beginner. It states that it has a "high-quality blend" and is committed "to excellence."

Press releases:

- 03/24/2020 - CHARLOTTE'S WEB HAS A BIG WEEK; ACQUIRES ABACUS HEALTH, CBD Today

Company-issued press releases

- 03/23/2020 - Charlotte's Web to Acquire Abacus Health Products for Combined 35% Marketshare of CBD in Food/Drug/Mass Retail Channel, PRNewswire
→ Impact report via Meltwater Impact
 - This story has been picked up by 264 news outlets located in nine countries and had 90 associated social media interactions in the first 5 days after the original URL was published.



Company Trustpilot

- Charlotte's Web: <https://www.trustpilot.com/review/www.charlottesweb.com>
→ Unclaimed page. Only 2 reviews.

Company blog

- Charlotte's Web CBD Blog
→ Professional. Personable (Thanksgiving with the founders). Clear.
Up-to-date. Timely blogs in response to news (Charlotte Figi's passing).

Company social media

- INSTAGRAM
- TWITTER
- FACEBOOK

Audit Summary

Charlotte's Web is a well established competitor, so they will undoubtedly have more followers than Upstate. Although their social media pages have more consistency, frequency and engaging images and video content, this is something that Upstate can achieve. The Charlotte's Web Instagram page also engages with customers by reposting products they have sent to them.

In terms of media placements, Charlotte's Web has a significantly higher share of voice. Looking at news coverage over a 90-day period between January 18, 2020 and April 18, 2020, Charlotte's Web achieved a much higher media presence. Upstate must tell a compelling story about their brand and products, and engage with media outlets by issuing news releases and sending pitch emails to help increase their share.

Share of voice comparison:



Initial Recommendations

→ Increase share of voice

- Share and distribute more content
 - Blog ideas: A product highlight or customer story series
 - Social media: Publish blog posts and content series accordingly, share news mentions and customer reviews.

- News releases: Share more through PR Newswire. The grade “A” announcement had significant impact and received several news placements and social engagements.

→ Maintain brand consistency across social media channels

- Handle and name, as well as profile and banner photos should be the same for every page
 - Handle: @upstateelevatorcbd
 - Name: Upstate Elevator Supply Co

→ Increase exposure and highlight expertise of CEO Dylan Raap

- Twitter
 - Raap should create a Twitter account to tweet about the company and his personal thoughts on industry news and trends
- Blog
 - Raap should periodically write articles for the blog



Insights

Upstate Elevator Supply Co has significantly less media and social visibility in comparison with its largest competitor, Charlotte's Web. Charlotte's Web is a well-established brand in the CBD market, and therefore understandably has a large social media following and share of voice in the media. However, Upstate Elevator Supply Co has a solid customer base and premium CBD products, giving the company an excellent foundation to grow its social media following and increase its share of the voice in the media.

A January 2019 Consumer Reports survey found that more than 25% of people in the US said they have tried CBD. The CBD market is expected to grow to \$22 billion by 2022 from hemp alone, up from \$327 million in 2017, according to the Brightfield Group, a market research firm specializing in cannabis. Upstate has the unique opportunity to emerge as an industry leader and early adopter of CBD products during this projected growth period of the market.

The main channels Upstate utilizes to communicate information about its products to consumers include distributors, the company website and the company Facebook and Instagram pages. The media audit reveals that Upstate promotes its products through these communications channels less than its competitors as it has a smaller share of voice and social media presence.

Upstate Elevator Supply Co's target audiences are individuals between the ages of 25 and 35, and people who are 55 years or older.



Brand Narrative

The broader theme for our campaign is to position Upstate Elevator Supply Co as a market leader in premium CBD products and increase the target audience's level of understanding of CBD. Our campaign efforts will work to portray Upstate Elevator Supply Co in the best light as a provider of organic, premium CBD products from the natural landscape of upstate Vermont while capitalizing on the entrepreneurial spirit and expertise of CEO Dylan Raap.



Public Relations Strategy

Our initial recommendations for how Upstate Elevator Supply Co should improve their public relations efforts are to increase exposure and emphasize the industry expertise of CEO Dylan Raap; to increase their share of voice in the media and enhance their social media presence; and to strengthen their relationships with distributors and influencers. At a high level, this strategy would prove to be successful if Dylan Raap secures a speaker opportunity and a base following on Twitter; if Upstate Elevator Supply Co receives multiple media placements in national, regional and industry-related outlets and gains a significant amount of followers on social media; and if enhanced relationships with distributors and influencers increase product sales.



Public Relations Campaigns

Campaign Pillar 1: Elevate the status of CEO Dylan Raap

Goal: Position Upstate Elevator Supply Co as a leader in the CBD market.

Strategy: Elevate the status of CEO Dylan Raap as a thought leader in the CBD industry through earned and owned media.

Objective: Within the next year - secure at least **1** conference speaker opportunity within the next year, establish a Twitter base of **1,000** followers, be mentioned as a source in at least **5** news articles and publish at least **8** original blog articles.

Measurement: Utilize a spreadsheet tool to record progress every three months to help stay on track and meet the year-end goal.

Tactics:

1. Secure Dylan Raap speaking opportunities at industry conferences
 - Seek out keynote speaker opportunities at CBD, lifestyle, science, medical or other relevant industry conferences.
 - Upstate could even hold its own conference for CBD suppliers, distributors, hemp growers, influencers and experts in the New England area.
2. Create a professional Twitter account for Dylan Raap
 - Raap should create a professional Twitter account to complement the Upstate company Twitter to post tweets about the company, his personal thoughts on industry trends, share company blog posts and retweet news related to the CBD industry.
3. Pitch Dylan Raap as a contact reference for industry news sources
 - Upstate should pitch Raap as an informed source and expert in CBD for news outlets that have a focus on the CBD, lifestyle, science, medical or other relevant industries.
4. Publish thought-based content by Dylan Raap
 - Raap should write articles periodically for the Upstate company blog about the CBD industry's changes, growth and trends.
 - Raap should write an op-ed article focused on educating the target audiences about the main uses and or benefits of CBD products. (This piece could be pitched to the same news articles identified in Campaign Pillar 2).

Campaign Pillar 2: Earned and owned media

Goal: Increase brand awareness of Upstate Elevator Supply Co among the target audiences.

Strategy: Attain a larger share-of-voice through earned and owned media efforts.

Objective: Increase share of voice in comparison to main competitor, Charlotte's Web, by 20% over a 90-day period.

Measurement: Utilize social listening tools such as Meltwater to track share of voice in the news.

Tactics:

1. Receive coverage of Upstate Elevator Supply Co in national & regional media
 - Pitch the story behind Upstate Elevator Supply Co to national and regional media outlets
 - The story should take the angle of a profile on Upstate, Raap and the many uses of the company's CBD products. This story could also have a *How It's Made* feel to it, but should ultimately capitalize on Raap's entrepreneurial roots and his desire to create organic and premium CBD products.
2. Increase Upstate Elevator Supply Co brand recognition in industry media
 - Pitch stories about customer experience and satisfaction with the company's premium, organic products to industry blogs and media outlets.
3. Enhance Upstate Elevator Supply Co's social media presence
 - Create a product spotlight series for the company blog, Facebook, Instagram and Twitter.
 - Create a customer story series for the company blog, Facebook, Instagram and Twitter.
 - Share customer reviews from Trustpilot on Instagram and Facebook stories.
4. Distribute additional company information through other digital channels
 - Issue more news releases on PR Newswire - previous blog posts could be re-worked into press releases.
 - Create a Wikipedia page for the company - a Wikipedia page will appear high in Google results and help increase brand visibility.

Campaign Pillar 3: External stakeholder relations

Goal: Strengthen Upstate's external relationships with stakeholders and influencers.

Strategy: Showcase relationships via social media/reviews and create partnerships.

Objective: Create list of more than 50 CBD influencers. Cultivate at least 10 strong influencer relationships in the three months. Distribute a **monthly** newsletter to distributors.

Measurement: Utilize native social media analytics tools to track follower engagement as a result of influencer efforts. Use a mass emailing service that provides recipient insights such as if the email was opened, which links were clicked or how long the reader had the message open.

Tactics:

1. Build relationships with influencers that use CBD products
 - Create a media list of influencers and connect and engage with them on social media.
 - Send influencers products for trial or encourage the existing rewards program.
 - Create an influencer guidelines infographic to outline guidelines for posting on social media.
2. Maintain and strengthen relations with product distributors
 - Create a newsletter highlighting company news, different products and uses and any other interesting information to distribute monthly.

Timeline

The timeline below outlines an example of what the public relations campaign efforts could look like if carried out between July 2020 and June 2021.

	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.
Apply for speaking opportunities	X	X	X	X	X							
Create and grow Twitter presence for Raap	X	X	X	X	X	X	X	X	X	X	X	X
Pitch Raap as a contact reference			X	X	X				X	X	X	
Blog content by Raap	X		X		X	X	X		X		X	
Pitch Upstate profile story to national and regional media			X	X	X							
Pitch Upstate stories & news to industry media	X	X	X			X	X		X	X		
Product Spotlight series	X	X	X									
Customer Story series				X	X	X						
Share customer reviews		X		X		X		X		X		X
Issue press releases	X		X		X		X		X		X	
Create Wikipedia page	X											
Create influencer list	X	X										
Engage with influencers			X	X	X							
Send trial products or emphasize rewards program						X	X	X				
Ask for reviews and send infographic									X	X	X	X

Send newsletter	X	X	X	X	X	X	X	X	X	X	X	X
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Anticipated Results

A year out from when the campaign was initiated should see results that achieve Upstate Elevator Supply Co's original three main goals: become a market leader, increase brand awareness and increase brand loyalty.

In elevating the status of CEO Dylan Raap, within the next year these public relations efforts should secure at least 1 conference speaker opportunity, establish a Twitter base of 1,000 followers, have Raap mentioned as a source in at least 5 news articles and publish at least 8 original blog articles. A way to track success in this area would be to utilize a spreadsheet tool to record progress every three months to help stay on track and meet the year-end goal.

For increasing Upstate Elevator Supply Co's share of voice in earned and owned media, the efforts outlined here should see an increased share of voice in comparison to its main competitor, Charlotte's Web, by 20% over a 90-day period. Measuring share of voice comparison in the news can be achieved with social listening tools such as Meltwater.

Finally, leveraging external stakeholder relationships with influencers and stakeholders should see a cultivation of at least 10 strong influencer relationships within the first three months of the campaign and increased brand loyalty at the end of the campaign. Native social media analytics tools can be utilized to track follower engagement as a result of influencer efforts. A mass emailing service that provides recipient insights such as if the email was opened, which links were clicked or how long the reader had the message open can also be used to track the success of a monthly distributor newsletter.



Campaign Examples

Pillar 1, Tactic 1: List of upcoming conferences

→ USA CBD Expo

About: “USA CBD Expo strives to create the best and largest CBD / Hemp event in the nation, to consistently bring the most innovative and best products/brands to businesses and consumers, to compress a rapidly expanding industry into one all-encompassing, premier event.”

Location: Uncasville, Connecticut @ Mohegan Sun

Dates: August 20-22, 2020

Speaker application: <https://usacbdexpo.com/speaker-inquiry/>

→ NECANN

About: “Since 2014 NECANN has been creating resource hubs for the rapidly expanding Cannabis industry. Events where businesses, entrepreneurs, investors, educators, patients, advocates, and consumers can connect, learn, and grow.”

Location: Essex, Vermont @ Champlain Valley Expo (Note: There are also conferences in Boston, MA and Portland, Maine during different dates)

Dates: September 26-27, 2020

Speaker application:

https://docs.google.com/forms/d/1gu7UIEEF2WWzjVsIW-E58rr-q0MT0bHez78X0whehss/viewform?edit_requested=true

→ The Original CBD Expo Tour - Southeast 2020

About: “CBD Expo SOUTHEAST 2020 is the world’s premier trade show for cannabinoids. Product designers, medical researchers, and industry mavericks unite for this two-day *tour de force*. The event shelters hundreds of exhibitors and thousands of attendees in one powerful community.”

Location: Orlando, Florida @ Rosen Shingle Creek

Dates: December 4-5, 2020

Speaker application:

https://www.eventsquid.com/contestant-reg.cfm?event_id=7696&profileName=Speaker

Pillar 1, Tactic 3: Media contact pitch letter

To:

From:

Subject:

Dear Editor,

The CBD market is expected to grow to \$22 billion by 2022 from hemp alone. CBD is a natural antidote to the woes of modern life. It raises our state of mind, uplifts our consciousness, and makes us feel good. It's our daily dose of freedom – from pain, from stress – and from the restricted perceptions of the last eight decades.

Dylan Raap is founder and CEO of Upstate Elevator Supply Co, a Burlington, Vermont-based CBD company that makes ingestible, beverage, pet and topical products that elevate everyday life.

With his expertise in hemp growing and producing CBD products, he can speak to the changes in the growing industry and the scientific processes surrounding production.

If you are interested in Raap's objective input on this topic, I would be happy to coordinate to meet your editorial guidelines.

Thank you for your time and consideration.

Sincerely,

Pillar 2, Tactic 1: List of national and regional media outlets

National

→ [Business Insider](#)

Story could align well in the health or science sections.

→ [Health News \(CNN\)](#)

This outlet has published CBD-related news in the past.

→ [Newsweek](#)

The story could align with the health section and this outlet has published CBD-related news in the past.

Regional

→ [Chronicle - WCVB Channel 5](#)

“The nation’s longest-running, locally-produced magazine show. Weeknights at 7:30pm, find out where to go and what’s interesting in New England! @WCVB in Boston.”

Chronicle Reporter/Producer: [Nicole Estaphan](#)

→ [The Boston Globe](#)

The Globe has a marijuana news section.

→ [Seven Days | Vermont's Independent Voice](#)

This outlet has a cannabis news section.

Pillar 2, Tactic 2: List of industry blogs and media outlets

→ [Hemp News | Hemp Industry & CBD Business, Financial & Legal News](#)

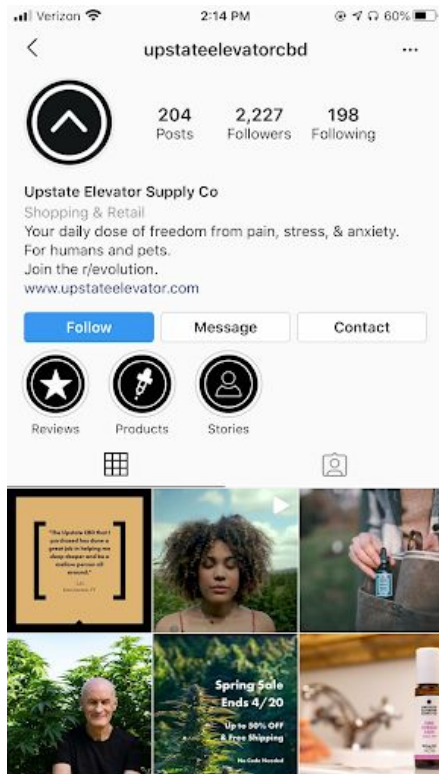
→ [Green Entrepreneur | CBD News & Topics](#)

→ [Hemp Business Journal | #1 for Hemp News and Market Research](#)

→ [CBD Health and Wellness | CBD Magazine, Research & Information](#)

Pillar 2, Tactic 3: Social media

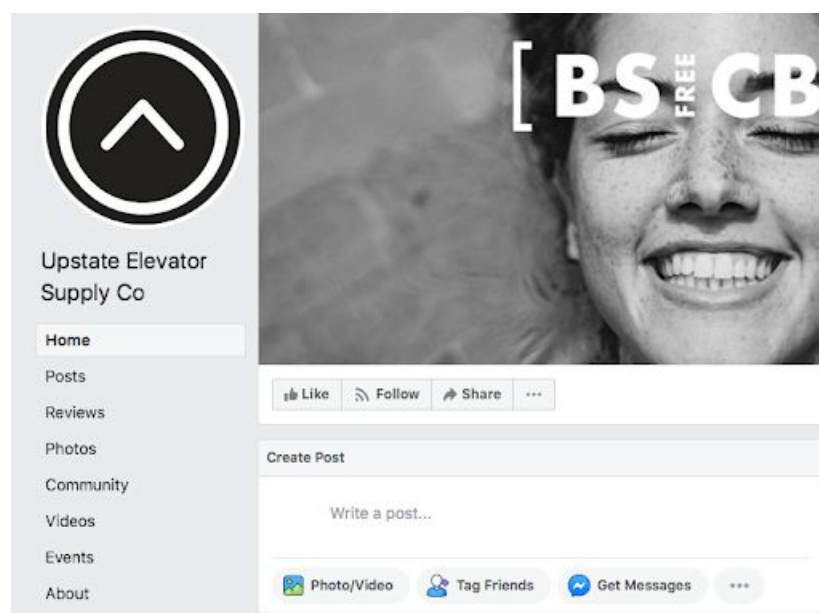
Brand consistency:



Instagram

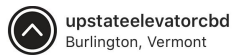


Twitter



Facebook

Product spotlight series:



upstateelevatorcbd
Burlington, Vermont

...



upstateelevatorcbd

Spotlight on our CBD Gummies - an easy and delicious way to incorporate #cbd into your every day! Our Gummies are THC-free and made with only organic ingredients. #cbdhealth #cbdgummies

6 seconds ago

Instagram



Upstate Elevator Supply Co.
@UpstateElevator CBD

▼

Spotlight on our CBD Gummies - an easy and delicious way to incorporate #cbd into your every day! Our Gummies are THC-free and made with only organic ingredients. #cbdhealth #cbdgummies



Twitter



Upstate Elevator Supply Co

April 23 at 8:00 PM · 🌐

...

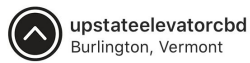
Spotlight on our CBD Gummies - an easy and delicious way to incorporate #cbd into your every day! Our Gummies are THC-free and made with only organic ingredients. #cbdhealth #cbdgummies



3

Facebook

Customer story series:



upstateelevatorcbd

Margaret W. shares how our #cbd products help her to manage arthritis pain. Read the full story on the blog! #cbdhealth #cbdoil

Instagram



Margaret W. shares how our #cbd products help her to manage arthritis pain. Read the full story on the blog! #cbdhealth #cbdoil



Twitter



Upstate Elevator Supply Co

April 23 at 8:00 PM · 🌐

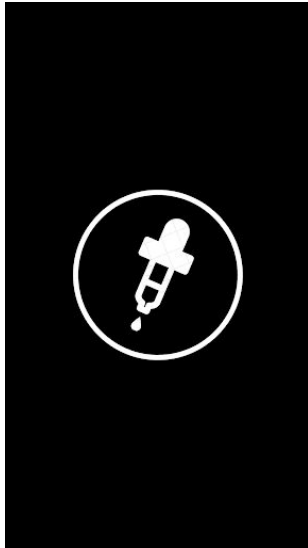
Margaret W. shares how our #cbd products help her to manage arthritis pain. Read the full story on the blog! #cbdhealth #cbdoil



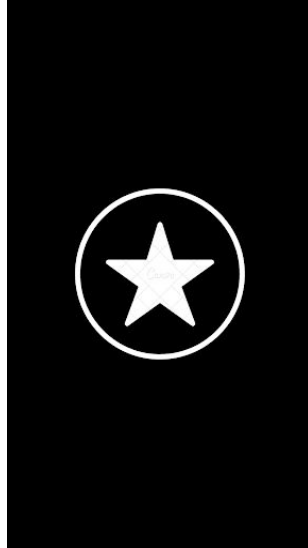
3

Facebook

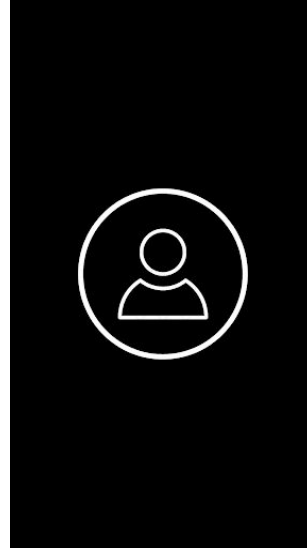
Instagram story covers:



Products

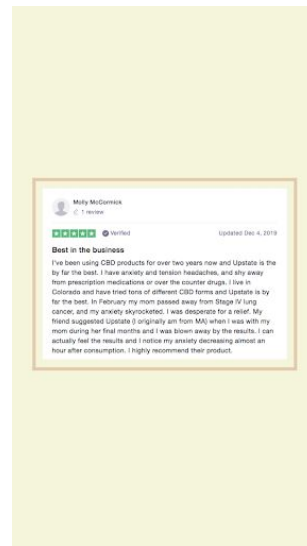
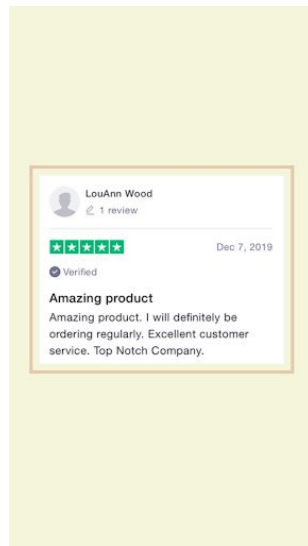


Reviews



Customer stories

Example review stories:



Pillar 2, Tactic 4: Blog posts to press releases

Original blog post: Chill Out with a Spicy, Refreshing New CBD Sparkling Beverage from Upstate Elevator Supply Co.

Press release example:

BURLINGTON, Vt., Feb. 26, 2020 /PRNewswire/ -- Upstate Elevator Supply Co. is excited to announce the release of our latest CBD drink: the African Ginger & Mexican Lime CBD Sparkling Beverage.

Each twelve-ounce can is sweetened with organic blue agave syrup and contains 6 mg of nanoencapsulated hemp extract. Our proprietary nanoencapsulation method encapsulates CBD into tiny micellar structures for maximum absorption, potency and stability, so your beverage stays consistent — that means you'll never find oil floating on the top or particulate matter on the bottom.

Dylan Raap, Upstate Elevator Supply Co.'s CEO, said research and development of the CBD sparkling beverage formulation took over six months to perfect. "This product was motivated by a strong desire to create a fun, approachable and exceedingly delicious sparkling beverage centered around the CBD molecule. We took our time to really dial in the formulation and I think we absolutely nailed it."

African Ginger & Mexican Lime CBD Sparkling Beverage is available in our online store, at Green State Gardener located at 388 Pine Street in Burlington, and in hundreds of retail outlets around the country.

About Upstate Elevator Supply Co.

Upstate Elevator Supply Co. is a Burlington, Vermont-based CBD company that makes ingestible, beverage, pet, and topical products that elevate your everyday life. With a relentless commitment to quality, efficacy, and customer needs, we operate proudly at the forefront of research and development to create the most effective CBD products available anywhere. Our certified organic and clean cannabinoid products are available for sale at hundreds of retail outlets nationwide, our Burlington flagship store, and online at www.upstateelevator.com.

Pillar 3, Tactic 1: Media list and influencer guidelines

Aisling Bea

443,600 followers

<https://twitter.com/WeeMissBea>

Struggled with sleep deprivation before using CBD

Michelle Ross

13,600 followers

<https://www.instagram.com/drmicheleross/>

Promotes CBD to her patients

Brittany Jacobs

2,250 subscribers

<https://youtube.com/channel/BrittanyJacobsT1D>

Has type 1 diabetes and supports mental health

Depression to Expression (Scott Marie)

277,000 subscribers

<https://www.youtube.com/user/ScottThought>

Creates videos surrounding mental health and coping mechanisms

Meaghan Bolton

395,600 followers

https://www.instagram.com/cloud_9_baby/

CBD/Cannabis influencer

MARY Magazine

1,580 follow this

<https://www.facebook.com/themarymagazine/>

Cannabis lifestyle magazine



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