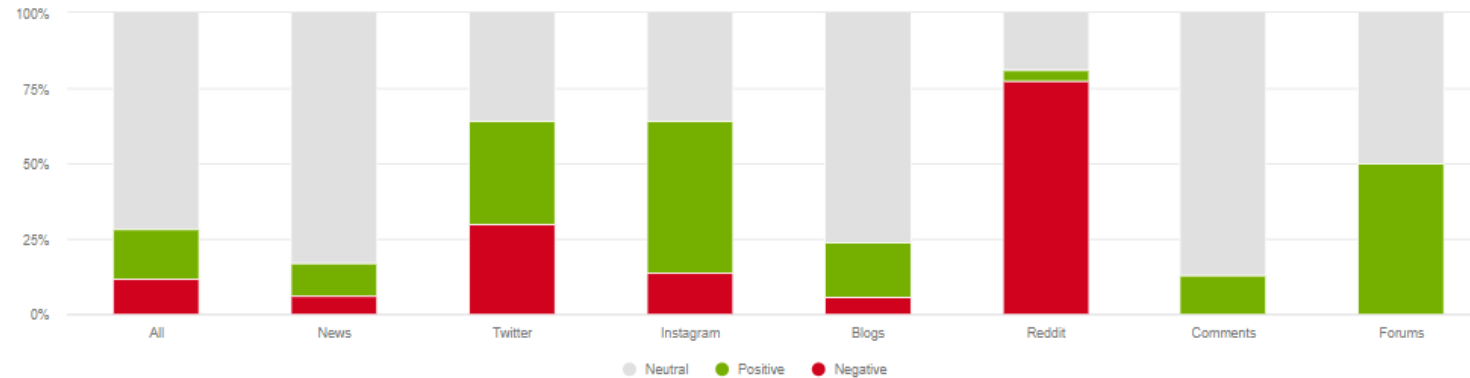


Recreational Cannabis Retailers

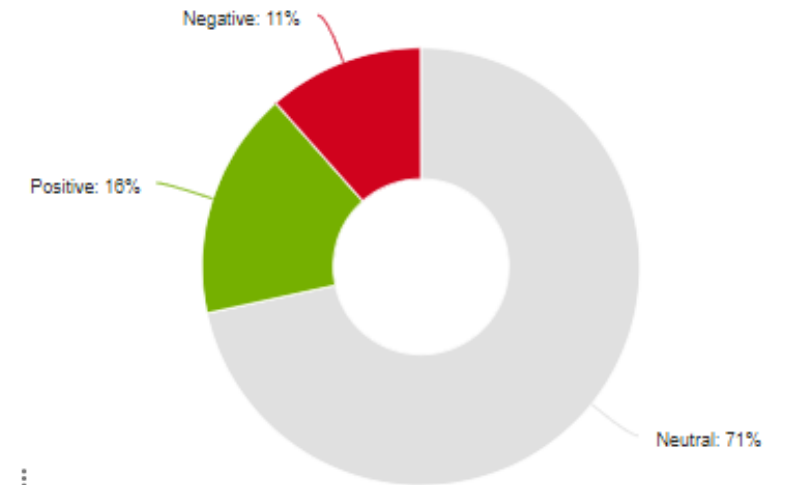
Tweed

- Despite the fact that we see that the negative sentiment reached 11%, these negative mentions weren't entirely about the brand/product.
- For example, we see that negative sentiment prevailed on Reddit. But users usually negatively mention lack of brand choices, while Tweed dominates the market and seems to have a strong fan base.

Sentiment By Source

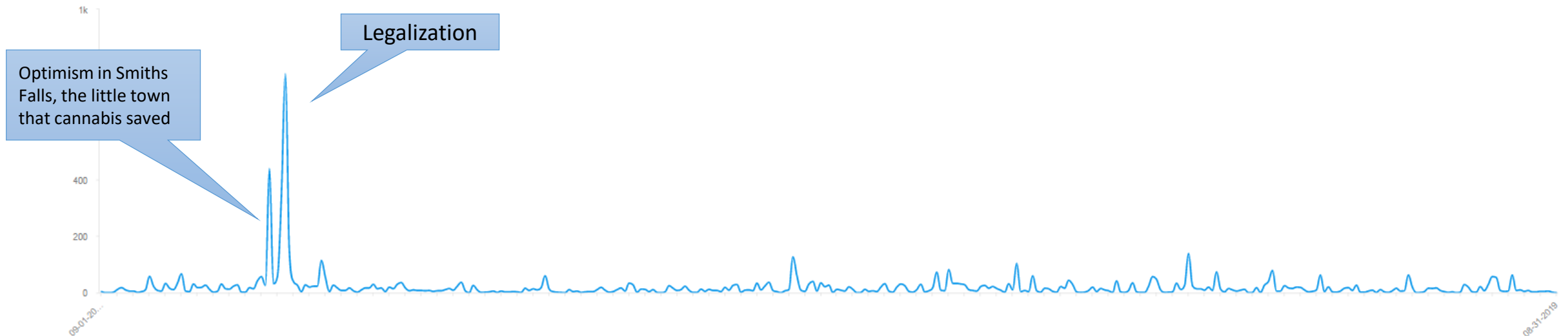


Sentiment



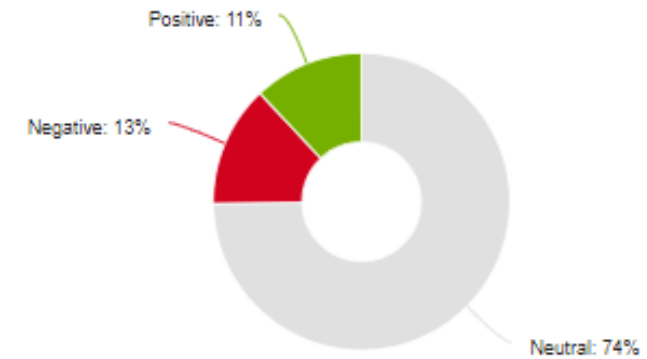
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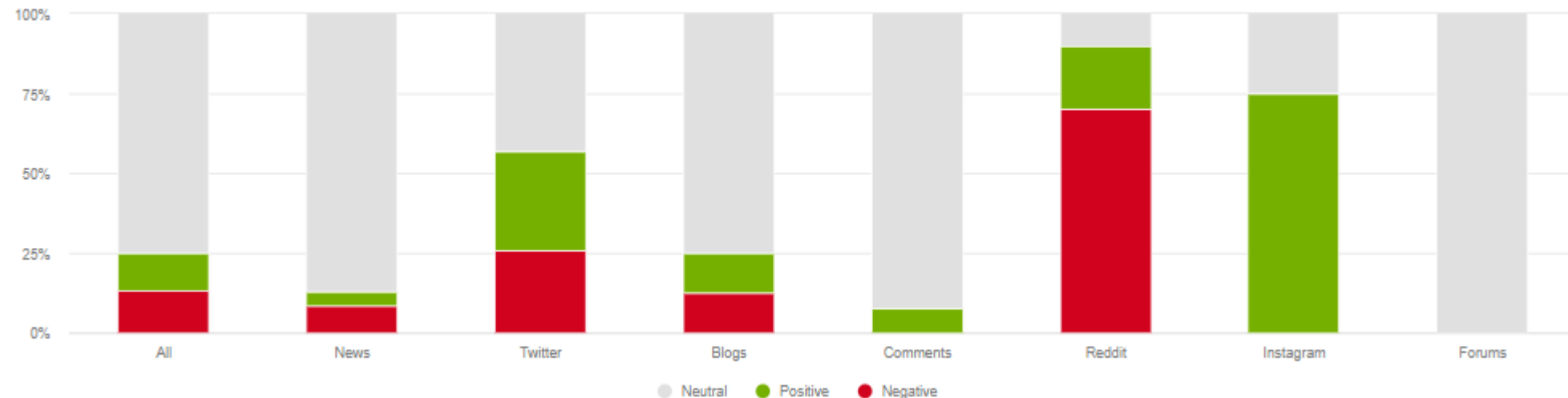


Up Cannabis

- The sentiment isn't really representative as there are a lot of phrase verbs used with "up" before "cannabis"

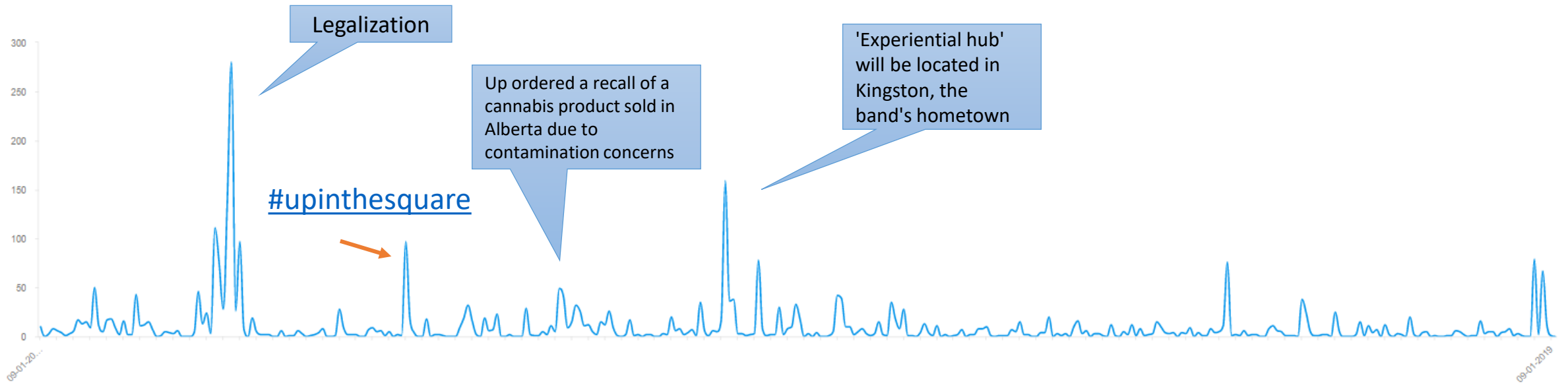


Sentiment By Source



Up Cannabis

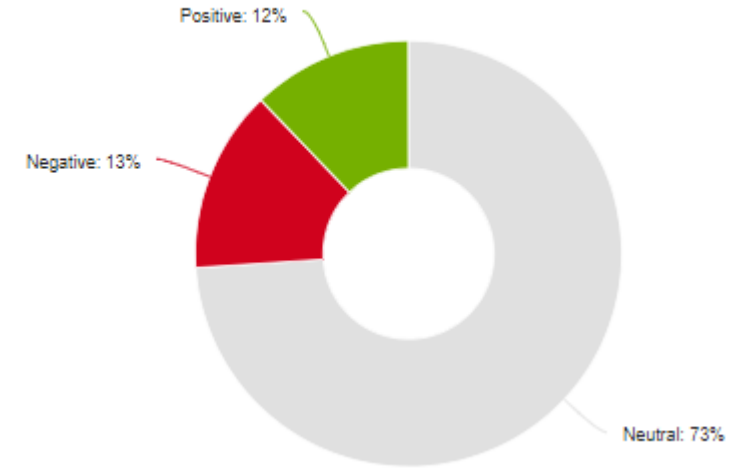
- [#upinthesquare](#) is the brand event on Dunduns Square. Looks like the brand didn't received the desirable hype on social. Mentions steamed from company's employers



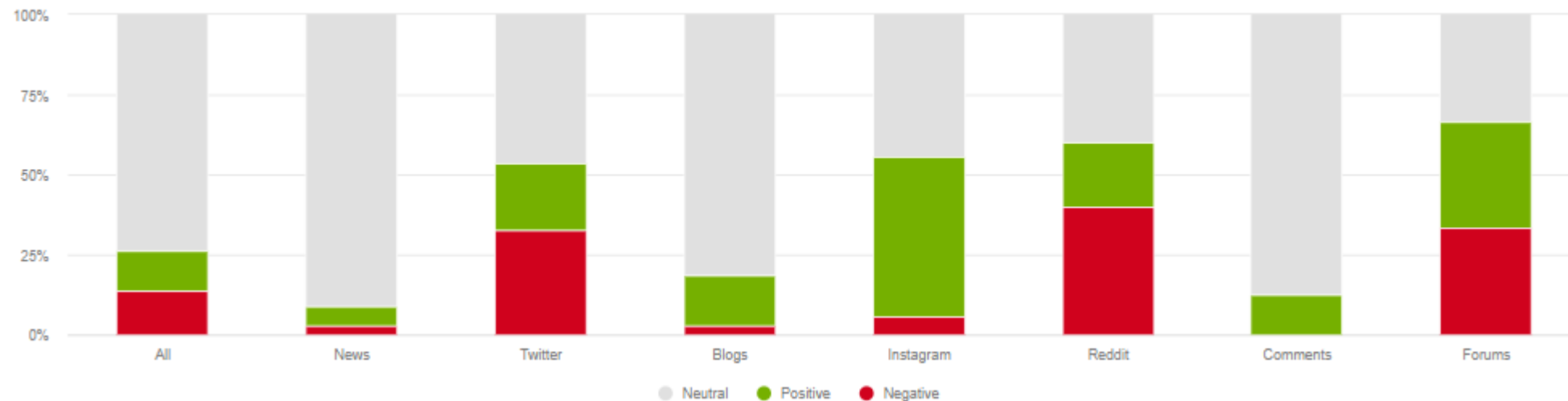
DOJA / Tokyo Smoke

* Users have complicated relationships with the brand on social as on every loyal customer there is a hater. Some users believe that it is overpriced and pretentious junk. #TokioJoke

Sentiment

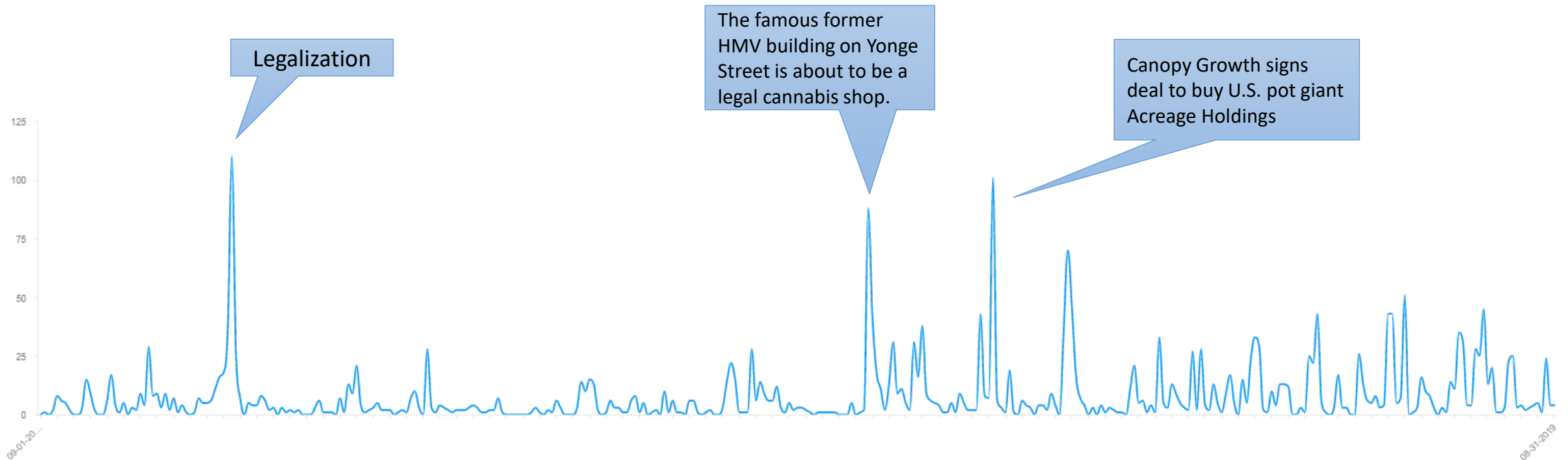


Sentiment By Source



DOJA / Tokyo Smoke

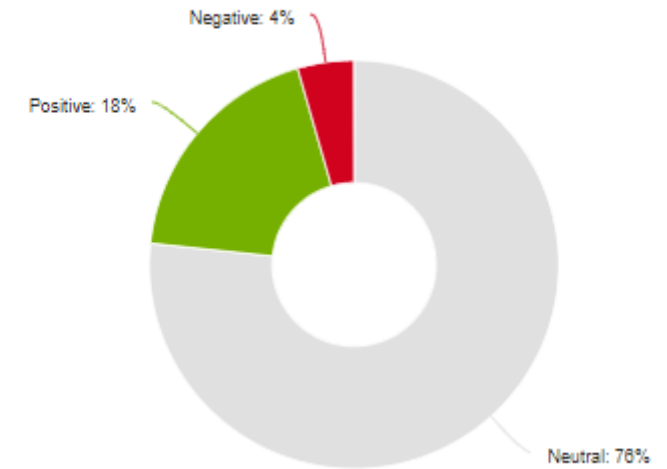
- The opening of the TS store on 333 Yonge st (the former HMV Building) was a hot topic on social. Many users tended to think that this is a sign of new era.



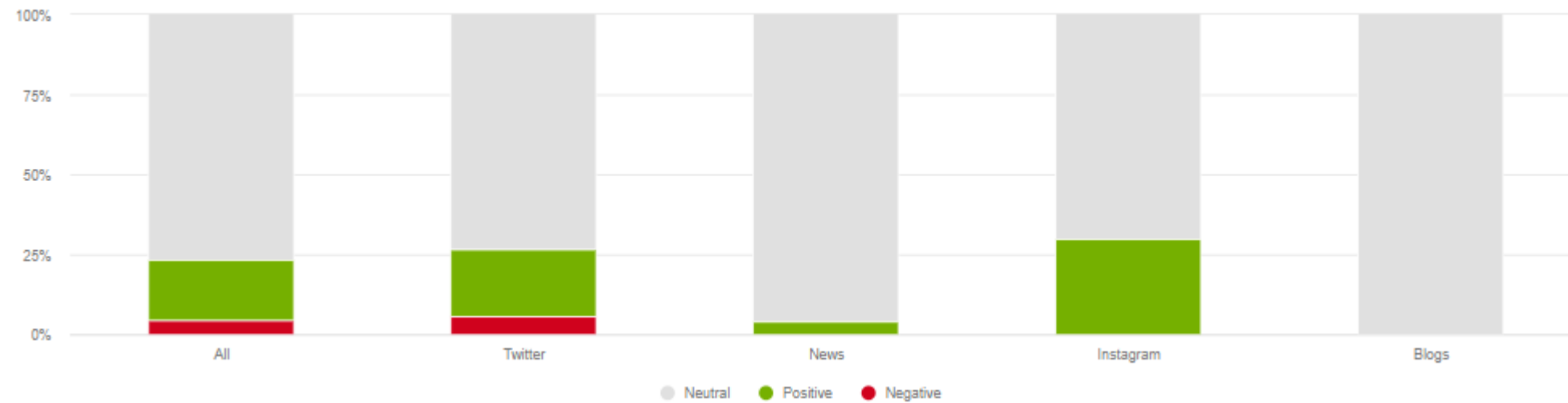
Qwest

Volume of mentions is extremely low. However, the positive sentiment seems to prevail.

Sentiment

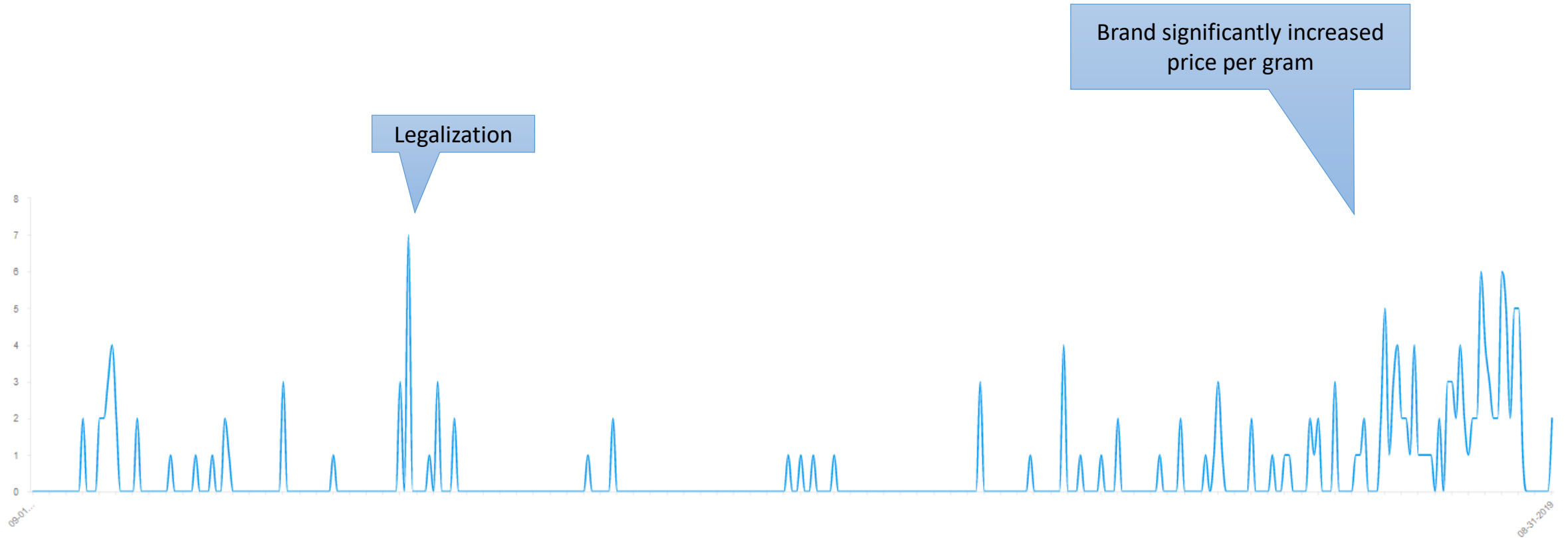


Sentiment By Source



Qwest

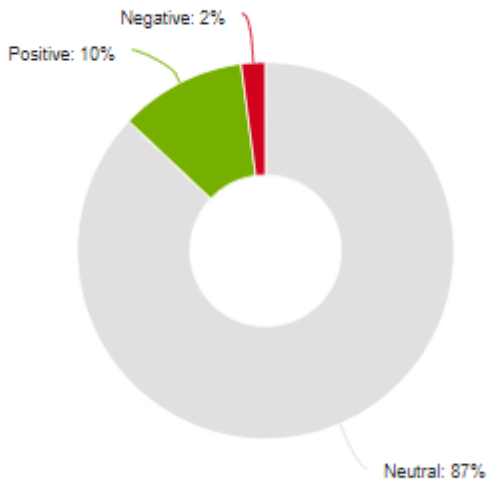
- The majority of mentions are around a stock price and a product price.



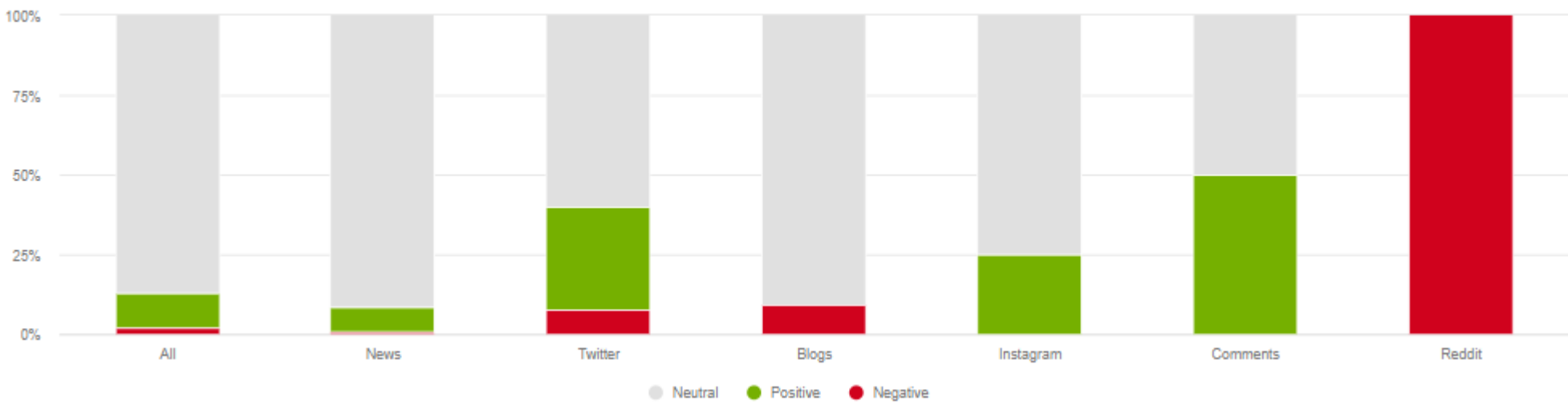
Tantalus Labs

Volume of mentions is low. We see that the 88% of mentions are neutral in nature as they come from ‘news’ outlets.

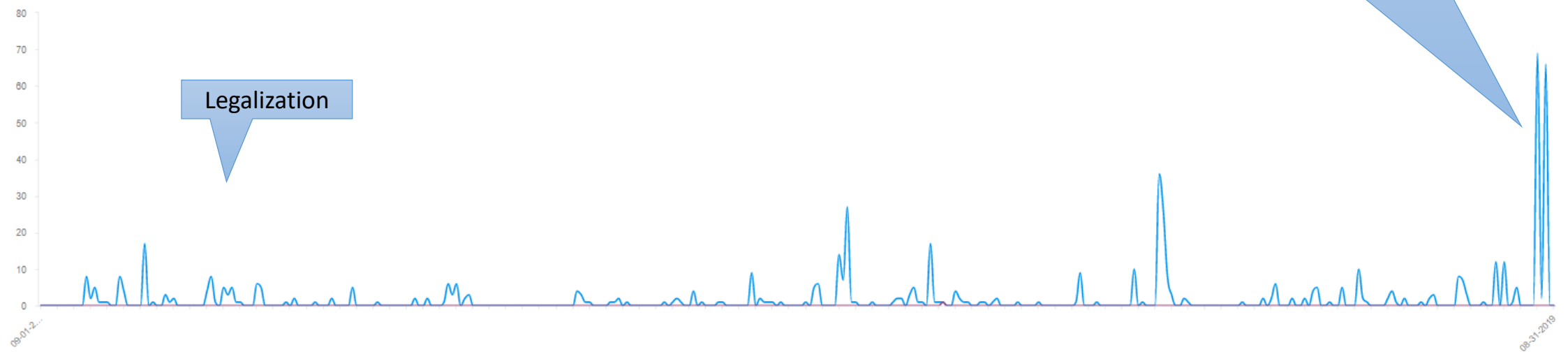
Sentiment



Sentiment By Source



Tantalus Labs

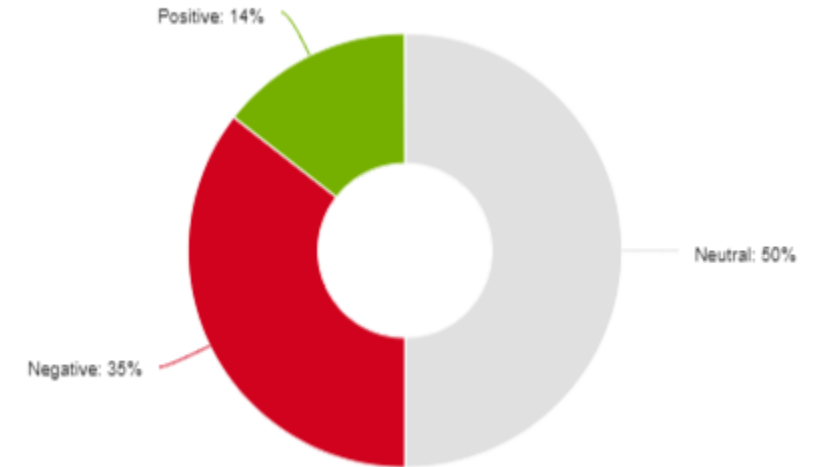


Van der Pop

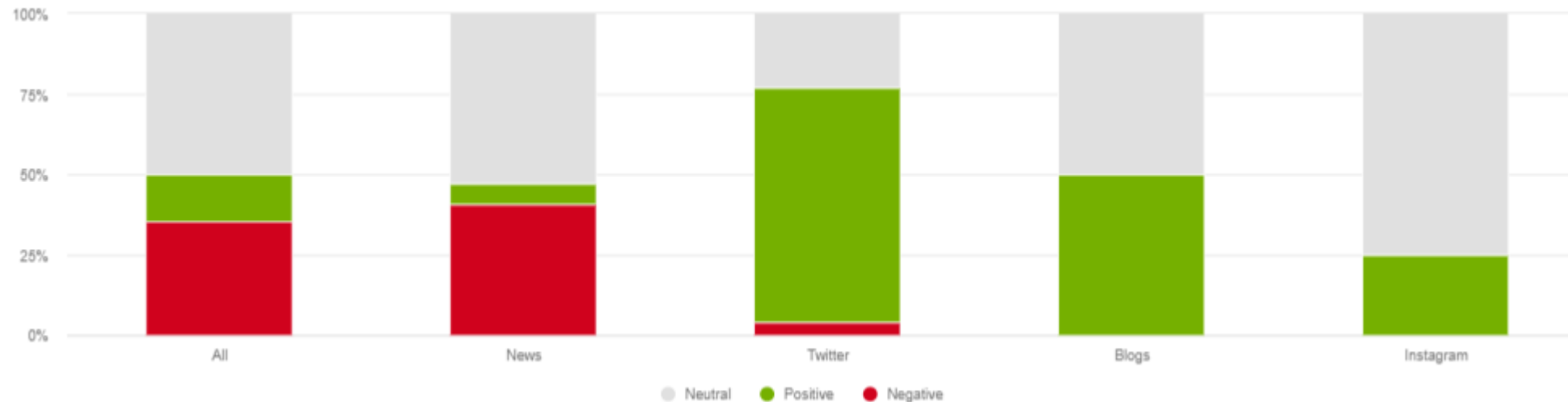
The brand has minimal presence and media support. The founders of the brands were experts in the article about talks with kids about cannabis.. The article seems to be negative in the nature effecting overall sentiment for the brand.

- “Brown and April Pride, founder of cannabis lifestyle brand Van der Pop, said it's important to have these conversations with children”

Sentiment



Sentiment By Source



Van der Pop

