

Social Listening Cannabis + Advertisement

December 17, 2019

Methodology

Date range: 01/09/2018 – 31/08/2019 (12 months*)

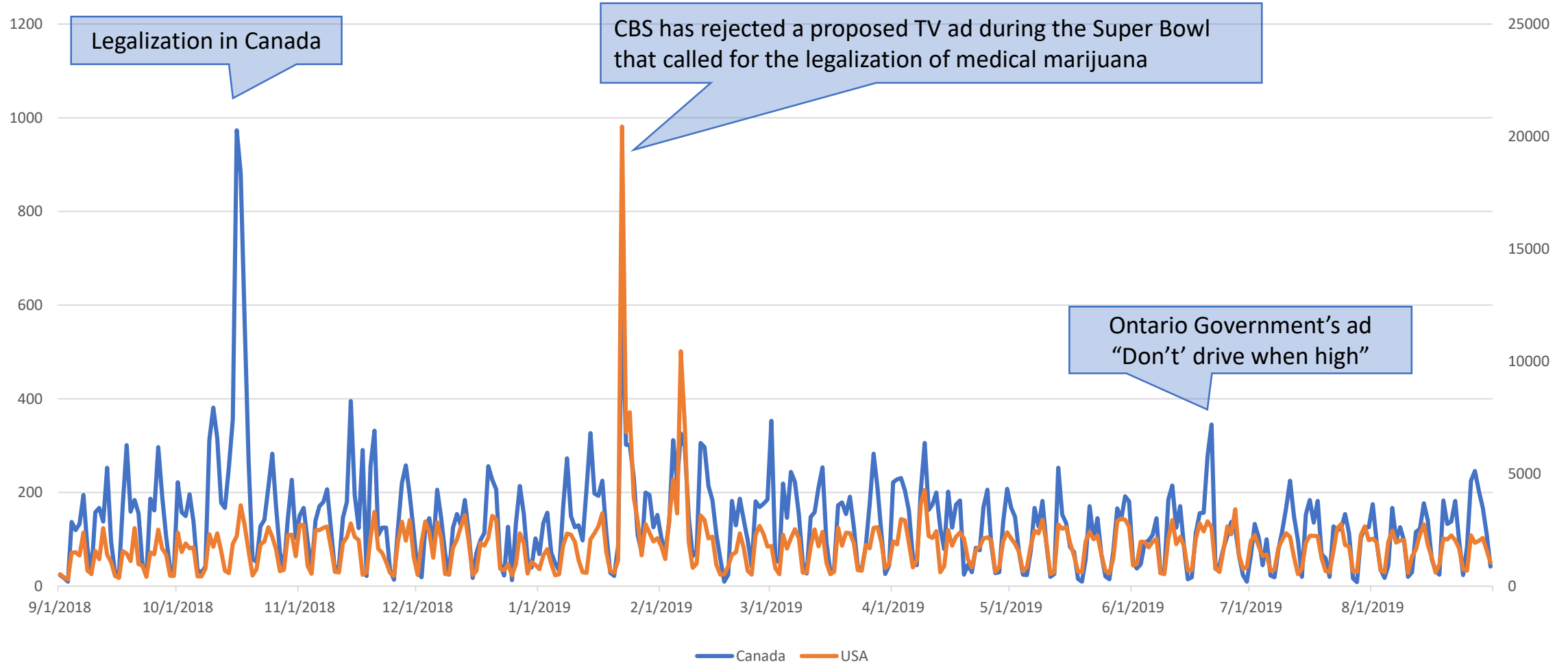
Country: Canada vs USA

Language: English

Boolean: (ad or advertisement or commercial) and (cannabis or marijuana or CBD or THC or weed or marihuana or pot or kush or hemp or maryjane)

* Using a date range more than 12 months is not yet supported

Volume of conversation



In the USA, the volume of conversation is significantly higher than in Canada. Additionally, we see that spikes in conversations mirror each other on both markets

Volume of conversation

Canada

Total Mentions

50k

↑ 68%

Compared to previous period

USA

Total Mentions

663k

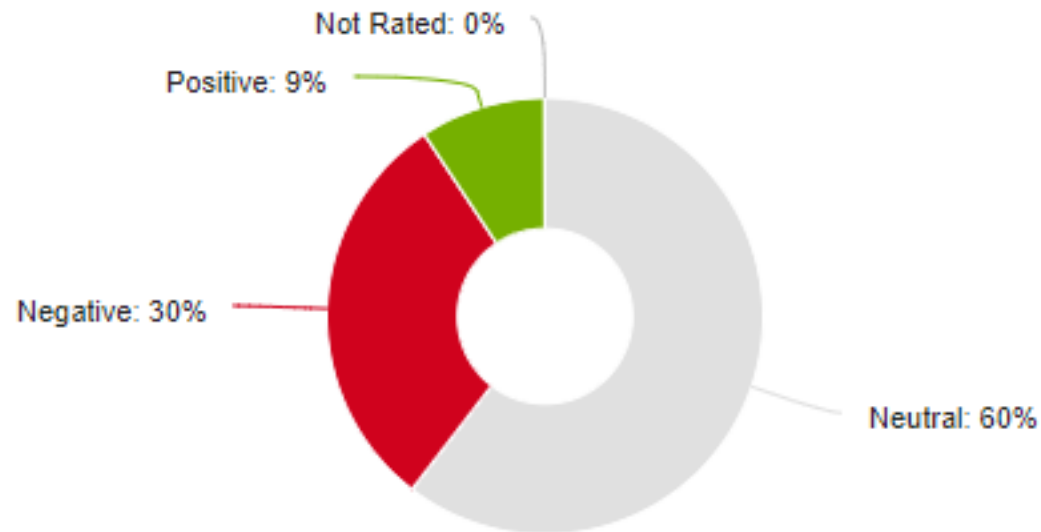
↑ 38%

Compared to previous period

We see that the conversation around cannabis + commercials is growing. For example, in Canada it surged by 68%, compared to the previous period. We tend to think it will continue to grow.

The US audience reacted negatively on CBS rejected a Super Bowl ad that makes a case for medical marijuana

Sentiment



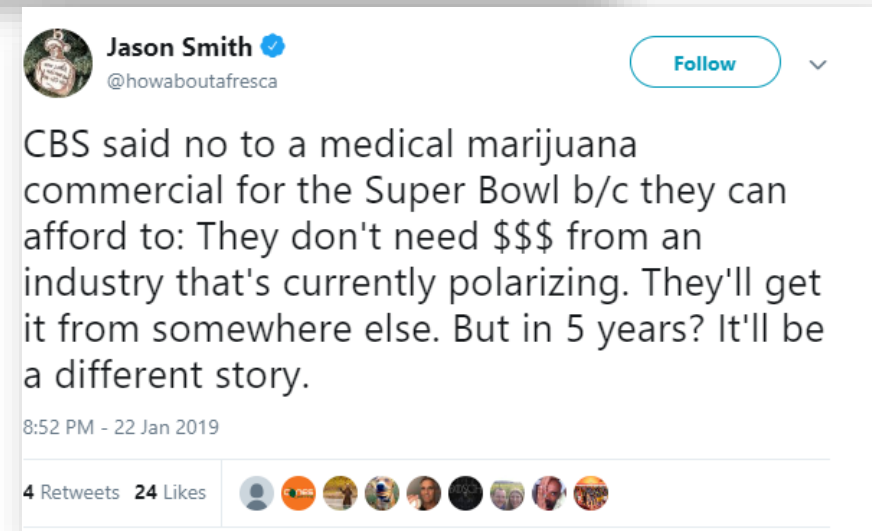
Date range: 21/01/2019 – 23/01/2019

Country: USA

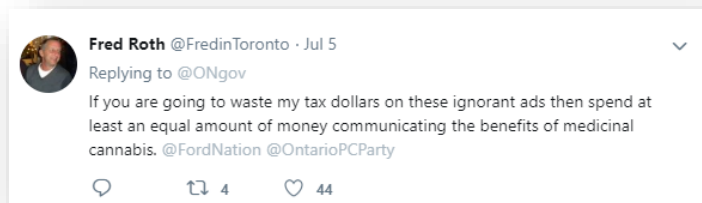
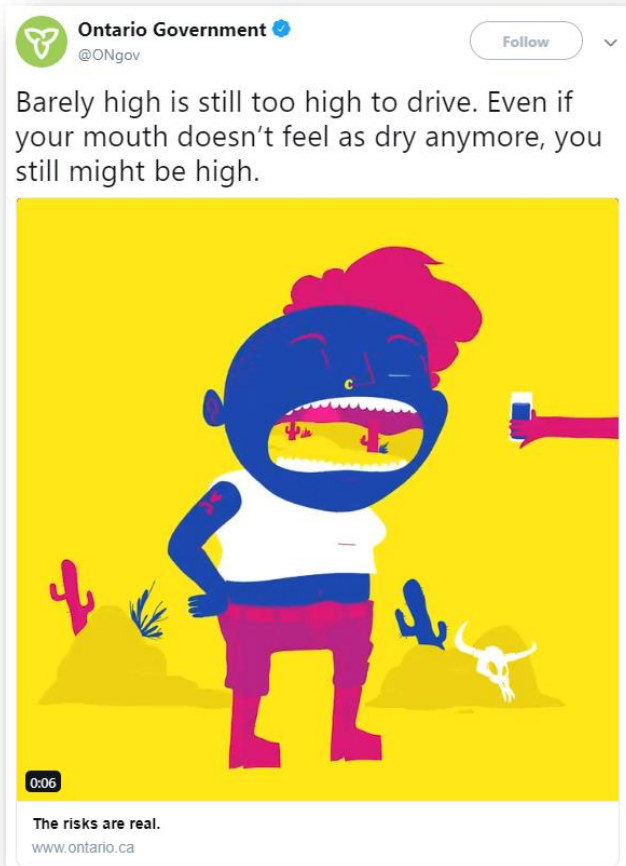
Boolean: (ad or advertisement or commercial) and (cannabis or marijuana or CBD or THC or weed or marihuana or pot or kush or hemp or maryjane)

- The neutral sentiment is mostly represented by news accounts, which shared the news with the public.
- The negative sentiment overperformed the positive sentiment over 3x.

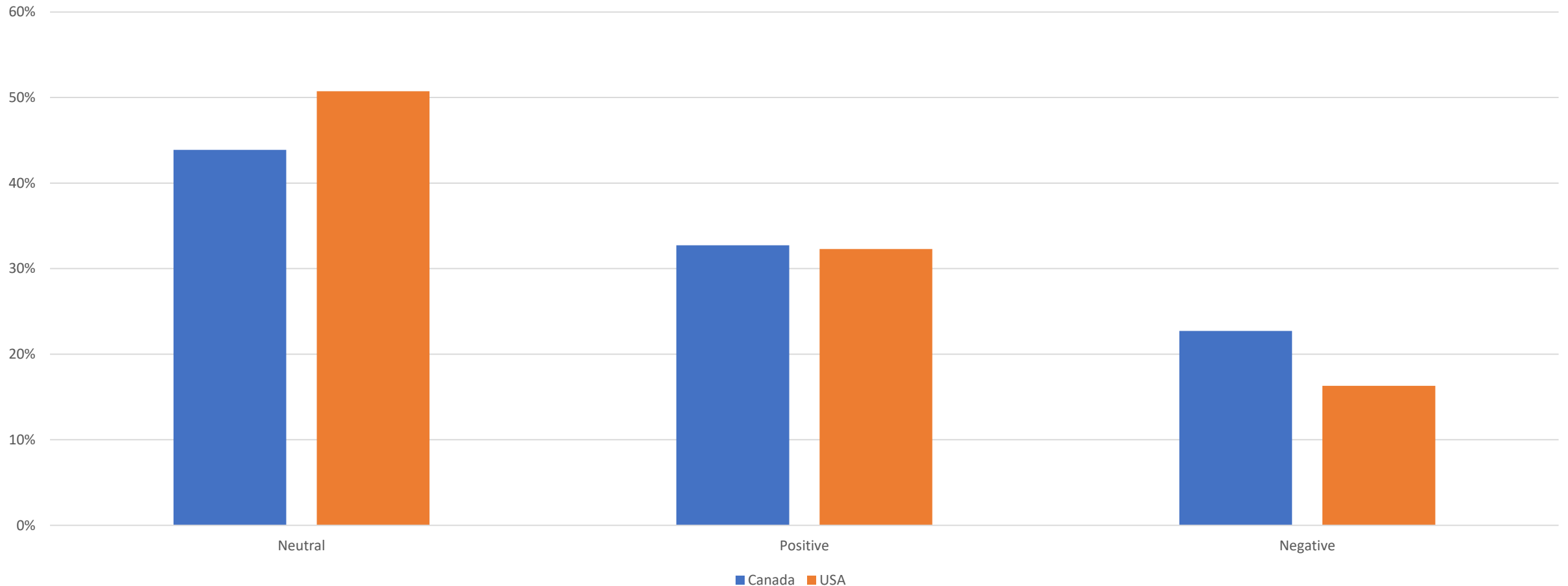
The US audience reacted negatively on CBS rejected a Super Bowl ad that makes a case for medical marijuana



Ontario Government's ad "Don't drive when high." Reaction was mostly negative

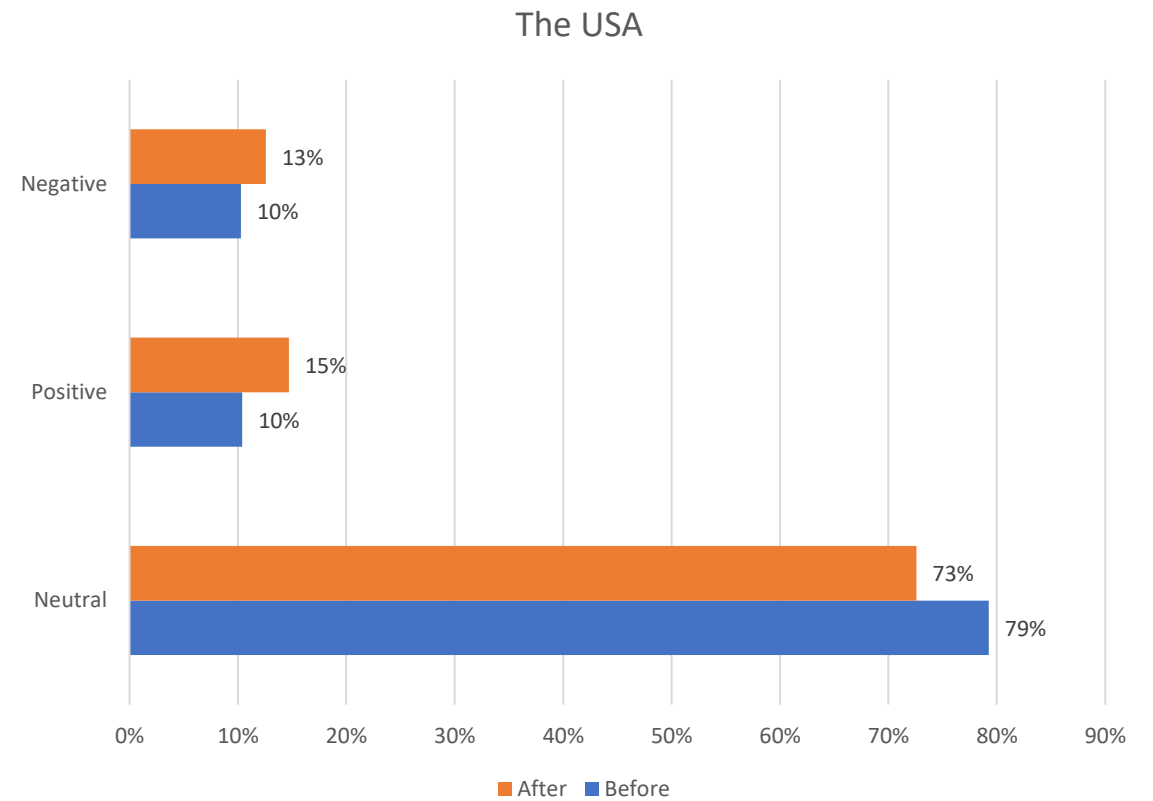
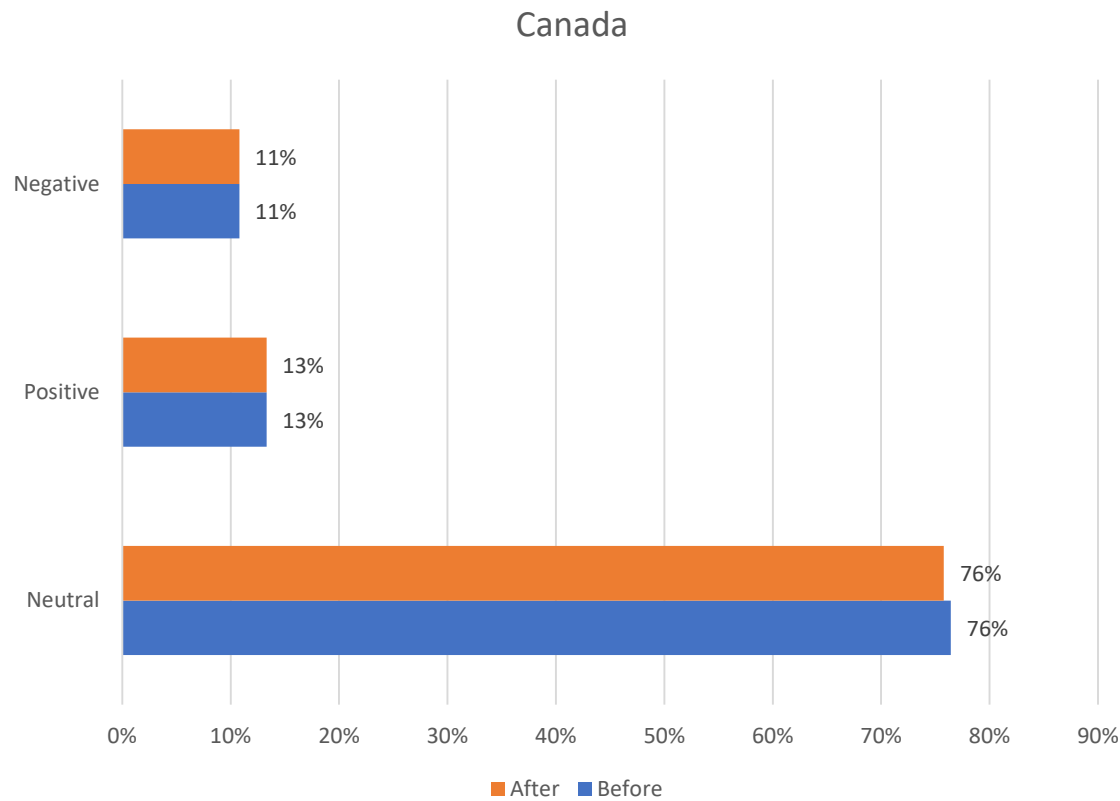


On Twitter, the share of negative mentions was higher in Canada than the USA (23% vs 16%)

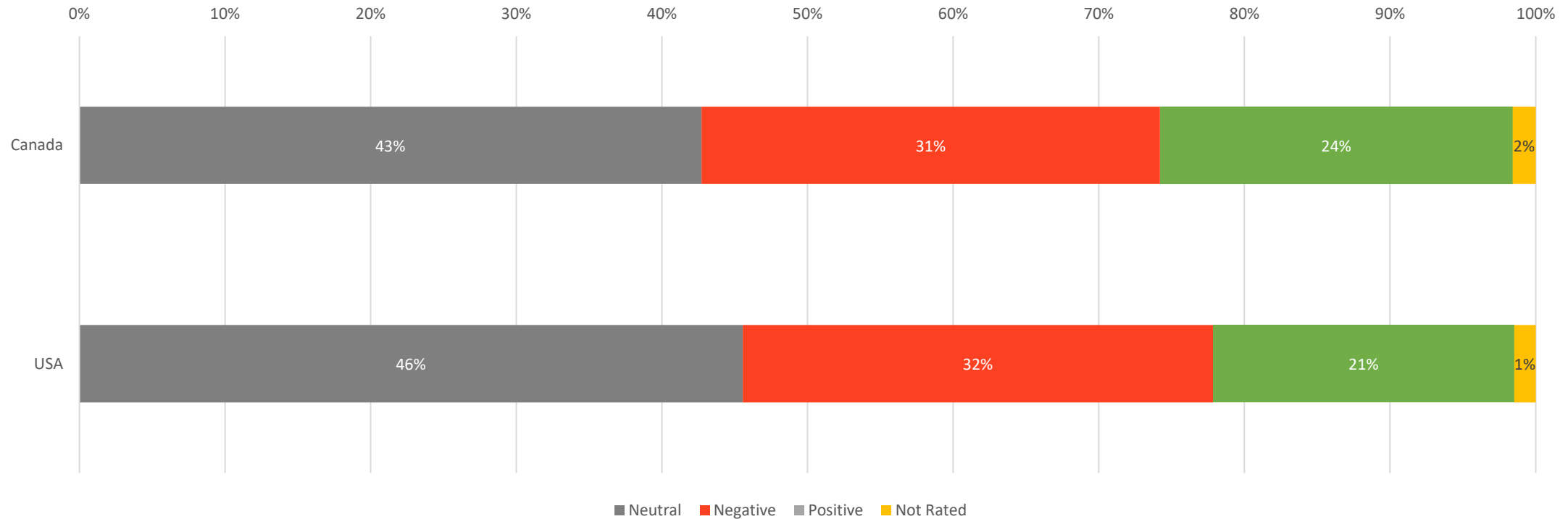


Legalization in Canada (October 17th, 2018)

Sentiment shift:



Canada vs. USA: Sentiment Towards Cannabis



In Canada, the positive sentiment was higher than in the USA, out performing the USA by 3 points. It is interesting that the negative sentiment was fairly the same across both markets.

Word Cloud (Canada vs USA)

Canada



A word cloud for Canada featuring various terms related to cannabis. The most prominent word is 'company', followed by 'cannabis'. Other visible words include 'business', 'companies', 'recreational', 'cannab...', 'sales', 'information', 'industry', 'health', 'canada', 'ontario', 'statements', 'products', 'inc.', 'province', 'people', 'market', 'government', 'country', 'time', 'cent', 'canada', 'california', 'cannabis', 'industry', 'u.s.', 'marijuana', 'development', 'medical', 'cannabis', 'production', and 'legalization'.

USA



A word cloud for the USA featuring various terms related to cannabis. The most prominent word is 'company', followed by 'cannabis'. Other visible words include 'friendly', 'reminder', 'budlight', 'commercials', 'people', 'industry', '“company”', 'actual', 'results', 'child', 'products', 'marijuana', 'first', 'time', 'business', 'hemp', 'canada', 'state', 'inc.', 'statements', 'time', '’s', 'seizures', 'information', 'market', 'california', 'medical', 'marijuana', 'c...', 'cannabis', 'industry', 'united', 'states', 'development', and 'news', 'release'.

The most used word for both markets is ‘company.’ It indicates that institutions and individuals mention business the most when it comes to discuss the “cannabis + commercial” topic.
Canada is talking about government when the USA is talking about Canada

Word Entities (Canada vs USA)

Canada

Board of directors Saskatchewan European Union
Tetrahydrocannabinol Cannabidiol Regulation Services...
Latin America California British Columbia
Quebec Ontario Company North America
Alberta
Vancouver **Canada** Twitter Colorado
United States Canadians
Europe Toronto
Australia Facebook Health Canada
Ottawa Canjex Publishing L...
TSX Venture Exchange United Kingdom
Colombo Stock Excha...

USA

Over-the-counter (f... Private Securities...
Food and Drug Admin... British Columbia Nevada
Board of directors Facebook Europe North America
Arizona Company Cannabidiol New York City
Australia **United States** United Kingdom
U.S. Securities and...
Health Canada CBS California Canada Twitter
Section 27A Super Bowl Florida Colorado
Democratic Party (U... Tetrahydrocannabinol
Republican Party (U... Over-the-counter dr...