# Campaign Performance Summary – Dolce Red Retail Launch

This document outlines the objectives, strategy, and results of a launch campaign for Dolce Red, Ricci Cannabis Inc.’s first-to-market cannabis-infused wine beverage. The campaign was designed to support initial retail rollouts across Ontario.

## Campaign Objectives

- Drive awareness of Dolce Red in new retail markets  
- Generate early sell-through at key retail partners  
- Collect feedback and validate positioning

## Channels Used

- Email outreach to retailer decision-makers and staff  
- In-store sampling kits with product education materials  
- Social media launch across Instagram and LinkedIn  
- Targeted SMS campaign to brand subscriber list

## Key Results

- 5-day sellout at OCS (Ontario Cannabis Store)  
- 35+ retail accounts onboarded within 4 weeks  
- 400+ direct leads generated at Kind Festival (consumer & retail)  
- 18% open rate on email campaign; 11% click-through rate

## Insights & Learnings

- Educational content (pairings, non-alc ritual) performed better than traditional ads  
- Retailers valued sampling tools and reorder tracking support  
- Consumers responded well to clear onset info and non-carbonated positioning

## Next Steps

- Expand campaign to Alberta and British Columbia retailers  
- Launch Dolce White and gather positioning feedback  
- Build digital community engagement via “The Ricci Table” initiative