

CRESCOlabs™

Cresco Labs is First Cannabis Company to Win National Award in Healthcare Advertising Competition

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Healthcare Marketing Report announced today that Illinois-based Cresco Labs is the first cannabis company ever to be awarded a National Healthcare Advertising Award. Cresco was presented the Silver Award for a poster design as part of their “State of Relief” education-based campaign. The goal of the campaign was to try and normalize the cannabis industry for those seeking relief with an alternative form of medicine in Illinois.

We wanted people to see medical cannabis as just another form of medicine in Illinois, without the traditional stereotypes that come with it. Our goal was to create an eye-catching campaign appealing to a mainstream audience that didn't scream 'marijuana'. We created the new messaging for the regulated cannabis industry – it's professional, it's regulated...it's normal.



Cresco's "Sandwich" poster, designed by Tom, Dick & Harry Creative Company, pictured a white plate with an open-faced, Illinois-shaped peanut butter and jelly sandwich. The copy read, "Welcome to a State of Relief. Medical cannabis offers a new way for Illinois residents to seek relief from symptoms of over 35 conditions, like diminished appetite."

The state of relief awareness campaign consisted of several pieces of creative that were used as posters, flyers, print advertisements and digital marketing elements to educate residents about Illinois

medical cannabis program. In addition to the Silver Award, several other creative pieces of this campaign received merit awards in this competition.

In the 35-year history of the Healthcare Advertising Awards, the organization has never awarded a business in the medical cannabis industry. Healthcare Marketing Report had a national panel of judges who reviewed all entries based on creativity, quality, message effectiveness, consumer appeal, graphic design and overall impact. This year over 4,000 entries were received, making the awards one of the ten largest national advertising award competitions.

It's always an honor when our work is recognized by our peers. But it's especially satisfying to produce award-winning communications for a brand that's doing great things – in an industry that's doing good.