

# Fueling tomorrow's favorite brands with data-driven answers

for the CBD & Cannabis Industries

WHY BRIGHTFIELD?

NEW! PET CBD LANDSCAPE

FREE REPORT

## Data-Driven Pet Parent Profiles

The Pet CBD Market grew 946% from 2018 to 2019. Explore the profiles of 3 pet parents and their furry friends to learn how they administer CBD, what they use, and how effective they think the product is.

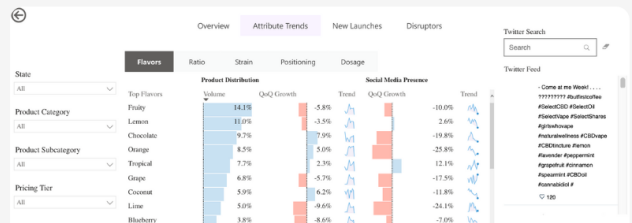
INSIGHTS

## US THC Vape Users

In response to the 'Vape Crisis', we explored how US THC vape consumers feel about the breaking news, if they altered their behaviors, and more.

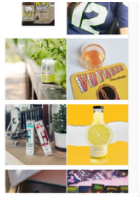
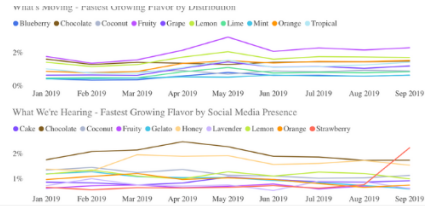
PLATFORM

Discover your next decision with **Enlight**, our data & insights platform.



Get the answers you need to drive better decisions - from brand health and consumer insights, to market landscape and expert analyst reporting.

PLATFORM OVERVIEW



## Looking for something more specific?

We provide custom capabilities that directly address your business, customer, and product goals, including:

### Target Market Identification

Finding the right consumers is never easy. We'll help you identify key personas and consumer profiles to drive key business goals.

### Concept Testing

Get ready to launch your new idea with confidence by understanding consumer perception before you jump into the market.

### Market Expansion Opportunities




New opportunities are popping up every single day. We lay out various scenarios on how you can succeed.


Need something else? Let us know what solution you are looking for, and we'll create a custom quote just for you.

CONTACT US

PLATFORM	CUSTOM SOLUTIONS	RESOURCES	COMPANY
Overview	Target Market Identification	Blog	About Us
CBD Brand Health Tracker	Concept Testing	Free Reports & Insights	Our Team
Cannabis Innovation Insights	Market Expansion	<b>OUR GUIDES</b>	Methodology
CBD Consumer Insights	Opportunities	CBD Market Research	News & Press
Cannabis Consumer Insights		Cannabis Market Research	Contact Us
US CBD Market Landscape		CBD Consumer Insights	Privacy Policy
US Cannabis Market Landscape		Cannabis Consumer Insights	Terms of Service
International CBD & Cannabis Market Landscape		CBD Brand Analysis	
Pet CBD Landscape			

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 BRIGHTFIELD GROUP

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Accessed 02/03/2020

TARGET MARKET IDENTIFICATION

# Identify your best customers.

If you are targeting everyone, then you are targeting no one. Bolster your marketing and resonate with new audiences with our consumer segmentation solution.

[GET STARTED TODAY](#)

## We'd love to hear from you.

- Learn more about our insights platform and custom business solutions

- Get a quote that's right for you

Email\*

First name\*

Last name\*

Company name\*

- Grow your business with data-driven answers and a team of experts by your side

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Job Title

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Phone number

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What brings you here today?\*

Please Select ▼

Message

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Submit

<https://www.brightfieldgroup.com/contact-us>

Accessed: 02/03/2020

# We'd love to hear from you

• Learn more about our interactive platform and custom business solutions

• Get a quote that's right for you

## Target Market Identification

*Who are my target consumers?*

## Concept Testing

*Which concepts are my customers most likely to purchase?*

## Market Expansion Opportunities

*Where are the next big growth opportunities?*

**LOOKING FOR SOMETHING ELSE?**

**CONTACT US**

Company name\*

### CONCEPT TESTING

# Ensure you put your best work forward.

Big decisions like packaging, branding, and product changes need to be tested by the right consumers before they enter the market.

Get ahead of any wasted budget with our concept testing solution that digs into consumer preference, new audience identification, willingness to purchase, and more.

# Here's how our process works to drive faster results:

## Identify the Audience

Whether it is your existing customer segments or prospective consumer attributes, we work with you to find the ideal testing environment.

## Develop the Test

We explore need states, demographics, usage behaviors, perceptions of your concept, price sensitivity and more. Our surveys are launched, optimized, and measured in-house, enabling us to stay in tight coordination with you throughout the fielding process.

## Map to our Comprehensive Database

Our proprietary consumer database is constantly growing with thousands of CBD and cannabis consumers. This builds a realistic foundation for more responsive testing, new consumer penetration, and better-decision making.

## Analyze with Real Humans

Data can tell you one thing, but people tell you the story. Our experienced team of researchers dive into the survey results to pull relevant insights and develop an actionable plan.

## Deliver the Answers

We package up the data, insights, and plan and walk you through the results in an in-depth conversation - answering any clarifying questions you may have.

<https://www.brightfieldgroup.com/custom-solutions/concept-testing>

Accessed: February 3, 2020

## MARKET EXPANSION OPPORTUNITIES

# Let's find your next big win.

The fastest moving business landscape is in CBD and cannabis, and you're ready to expand.

Identify your next move with consumer sentiment across key demographics, multi-risk scenario analyses, and B2B landscape breakdowns.

## Our process always looks at what's next, just like you.

### Review Your Goals and Audience

Our team works with you to understand business goals and options for expansion. From here, we build out consumer behaviors and attributes that accurately represent the key question: 'What should I do?'

### Develop Insights-Driven Surveys

Surveys need to properly target the right consumers with the right question to get the best answer. We develop, optimize, and measure our surveys in-house to apply our expertise throughout the entire process.

For our B2B clients, we layer on an additional level of interviews to get a wide range of perspectives on the business landscape and need states.



## Map to our Comprehensive Database

Our proprietary consumer database is constantly growing with thousands of CBD and cannabis consumers. This builds a realistic foundation for more responsive results and enables you to make these big decisions with confidence.

## Analyze with Real Humans

Data is only as good as the stories you can tell with it. Our experienced team of researchers dive into the survey results to pull relevant insights and develop an actionable plan.

## Deliver the Answers

We package up the data, insights, and plan and walk you through the results in an in-depth conversation - answering any clarifying questions you may have.

<https://www.brightfieldgroup.com/custom-solutions/market-expansion-opportunities>

Accessed: February 3, 2020

# Free Reports & Insights



Data-Driven Pet Parent Profiles



Insights: US THC Vape Users



US Hemp Cultivation Landscape



Entering the Fold: Latin America CBD and Cannabis Market



From Farm to Aisle: 2019 US CBD Market



Crossing The Mississippi: 2019 US Cannabis Market



## Canadian Consumer Insights Update



## Canadian Cannabis Users React to the 2019 Adult-Use Market

<https://www.brightfieldgroup.com/resources>

Accessed: February 3, 2020

