



ELEVATED  
AGENCY

Helping Brands Grow From Seed to Success

# CAPABILITIES DECK | 2022-2023

Elevated Agency is a preeminent PR/Marketing and Brand Development firm. EA combines strategic, creative and digital savvy to deliver powerful results. Our multi-platform approach to marketing allows EA to drive increased conversions and brand awareness while allowing our clients to actively compete and out-perform their competitors. We pride ourselves on helping to take brands to new heights.

# INTRODUCTION

## ELEVATED AGENCY

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Based in Los Angeles, CA, Elevated Agency was founded by Farley Cahen, former Founder and CRO of industry leading b2b **MG Magazine**. As a seasoned industry expert with a heartfelt passion for the benefits of cannabis and a proven track record of success, Farley and his team are keenly astute as to the processes and disciplines required to build, deploy and promote brands & their products.

As the nephew Mr. Coffee coffeemakers founder Sam Glazer, Farley learned from a very young age the value of non-linear thinking and bold brand positioning. This has guided his career and has resulted in numerous successful engagements.

We affectively & affordably deliver results! With a deep understanding of the cannabis industry, we specialize in brand development, innovative marketing strategies and helping brands grow their bottom line. We're able to leverage our extensive relationships enabling us to deliver successful results for our clients by connecting with our industry's culture through a balance of strategic brand building, commercializable product development and impactful marketing campaigns.

Our dedicated team of design experts, copywriters, web developers and product managers allows us to perform with speed, precision and agility.

We are especially proud of our track record of success and helping brands grow - from *Seed to Success*<sup>™</sup>.



# IT ALL STARTS WITH A SEED

We appreciate the care and patience that you as a cannabis professional takes to develop your business from the seed of an idea into a successful brand.

The same care goes into each and every client engagement with Elevated Agency.

We help brands to differentiate themselves from crowds of similar products and initiatives, and to develop emotional relationships with target audiences. We achieve this collaboratively through comprehensive internal review, competitive landscape analysis, and a systematic process of product development and message optimization.

# CAPABILITIES

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### CREATIVE DIRECTION

- Graphic Design
- Packaging Design
- Logo Development
- Photo/Video Shoots
- Style Guide Development
- Product / Concept Development



### BRAND DEVELOPMENT

- Business Planning
- Visual Identity System
- Competition Analysis
- Print / Web Advertising
- Brand Platform Creation
- Sales / Marketing Strategy Direction



### PR / MARKETING

- Event Planning
- Influencer Programs
- Strategic Partnerships
- Experiential Marketing
- Ad Planning / Purchasing
- Press Release Creation / Dist.



### DIGITAL MEDIA

- SEO / SEM
- E-Newsletter Management
- Photography / Videography
- Demographic Engagement
- Website Design / Development
- Content Creation / Development
- Social Media Direction / Management

# PR / Marketing - Approach

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Successful communications is no longer just about getting attention. It's about being relevant. Relevance drives positive awareness, demand and advocacy. After all, the most creative campaign in the world won't generate sales if it doesn't address customer needs at that time.

We make clients uniquely relevant, be it to a target market, a customer, or a story. We build reputations through message development, executive profile building, product promotion, community management and engagement with the right influencers and media.

Our team makes clients relevant to the moment through targeted rapid response, expert news handling, storytelling and social campaigns.

All this requires a mix of skills. We combine granular monitoring and analysis with big picture thinking; knowledgeable media relations paired with great storytelling. We implement multi-channel, cross-border campaigns with obsessive attention to detail and the agility to iterate in real-time.

### 01. FREE CONSULT

Schedule an appointment with us to discuss your goals and needs.

### 02. PROPOSAL

After meeting, we will create a personalized proposal to cover your business needs.

### 03. CREATION

Based on market research and your input, we'll create a strategy to meet your business goals.

### 04. EXECUTION

We'll craft compelling marketing materials and execute the approved marketing strategy.

### 05. ANALYSIS AND REPORTING

We'll send you a detailed report of your marketing campaign so you can see its effectiveness.



PR / Marketing - Placements  
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# SOCIAL MEDIA

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We don't just know social. We live it. We breathe it. So when platforms and behavior changes (which they always do) we're ready - if not one step ahead. We engage with over 2 million people every day across our clients' social communities and have fostered relationships with thousands of online influencers and brand advocates. Our expertise in today's leading social platforms is unmatched.

For us, social marketing doesn't exist in a silo. It's an integrated approach, not a channel or a set of tactics. As such social marketing sits at the epicenter of media, strategy and creative - creating a truly "social by design" environment.

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**Social Marketing isn't just about sharing; it's about delivering value in a smart, strategic unique way. How that comes to life may change but the principles remain the same. That's why we provide both end-to-end solutions and assist in complementary ways where we work to fill in gaps and support. Ultimately, with the goal of an efficient and deliberate holistic approach.**

# SOCIAL MEDIA - APPROACH

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### **1 Social Strategy**

Our Social Strategists help brands navigate the ever-evolving social landscape to achieve results. As a combination of storytellers and story sellers, we tell the brand story to the right person, in the right place, at the right time. Acting as a brand partner, Social Strategists build tactical game plans to tell your stories in the most effective and efficient way(s).

### **2 Social Listening**

Insights are the heartbeat of our agency and the first step of all the work we do. We use people not computers to listen and derive insights about your brand, your competition, and your audience(s) to inform strategies - whether for an integrated program, paid media plan, or even platform recommendations.

### **3 Community Management**

Our Community Managers are the eyes and ears of our clients, serving not only as a first line of defense for the brand but also as trained tactical teams able to pick up on key insights from the community. We work closely with the brand and internal teams to leverage those learnings in a way that address business needs. We engage with more than a million people every day on behalf of our clients across almost every social platform. Giving us unique access to the individual platforms and emerging ones, as well as detailed insight into current best practices and timely trends that we use to keep our clients' rising above the competition.



# SOCIAL MEDIA - APPROACH

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### **4** Paid Social

Paid Social strategy and expertise is critical to brands that want to resonate with any audience at scale. Our specialists focus on sparking real connections with breakthrough creative to drive measurable business outcomes. The success of every plan is rooted in our commitment to innovation, structured testing, and applied learning. We aim to connect Paid Social efforts to other marketing channels with adaptive, audience-first strategy and holistic accountability.

### **5** Customized Social Media Measurement

We seek to prove how work, time and resources invested in social/digital media manifest themselves into brand awareness, purchases or perception change. Our social messaging is driven by a deep understanding of performance data, platform nuances and is rooted in having a unified measurement framework. We define upfront what we are going to measure based on brand business goals and then optimize throughout with the single purpose of always creating measurably better work.

# PHOTOGRAPHY & VIDEO PRODUCTION

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## Strategy

A strategy is the backbone of any successful video project. We'll craft you a visual creative strategy with the right targeting, tactics and messaging to reach your goals.



## Production

Like a fine suit, we tailor-make imagery and video to your objectives. From solid research to the creative approach, from script to storyboard, we'll handle everything.



## Marketing

Photography & Video are only successful if they are seen, but views are just the start. We'll distribute your video content to hit your targets and get the biggest bang for your budget.

# VIDEO PRODUCTION - APPROACH

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Set clear objectives  
& define success



Decide  
core messages



Script  
& storyboard



Measure  
success



Research audience  
& market



Develop creative  
idea & story



Film, animate  
& edit

# EXAMPLES

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## CINOVUS

### Logo Brief



#### LOGO DESIGN BRIEF

THE GENERAL SHAPE REPRESENTS THE GROWTH OR TRANSITION FROM ONE ENTITY TO ANOTHER. THERE ARE HINTS OF A PLANT OR TREE REPRESENTED BY THE NEGATIVE SPACE IN THE CENTER, WHICH ALSO IS IN THE SHAPE OF AN ARROW POINTED UPWARDS.

THERE ARE CHEVRONS REPRESENTED THROUGHOUT THE DESIGN TO SIMULATE PROGRESSION AND RANKING SIMILAR TO THAT OF THE MILITARY

THE COLORS ARE IN THE WARM FAMILY WITH PRIMARY USE OF ORANGES AND ITS HIGHLIGHTED AND SHADOWED TONES. THE ORANGE IS REPRESENTATION OF THE PHOENIX WHICH IS PRIMARILY WARM COLORS OF ORANGE AND RED SIMILAR TO THAT OF A BURNING FLAME.

THE TWO DARKER SHAPES NEAR THE BOTTOM REPRESENT THE COLOR OF ASH THAT THE ARROW/TREE IS RISING FROM.

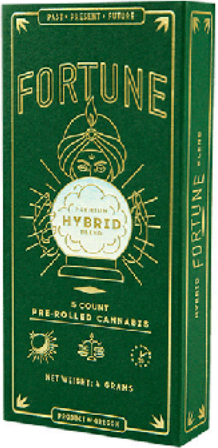
THE WORD CINOVUS ITSELF IS SUBDUED AND BELOW THE ICON WITH THE SAME COLOR TREATMENT TO MATCH THE ASHES.



# EXAMPLES

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### Packaging / Labeling



# EXAMPLES

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### Photography



# EXAMPLES

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## Flower of Life CBD

Package Design | Website | Photography



# EXAMPLES

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## Living Extracts Packaging Concept

Package Design | Photography



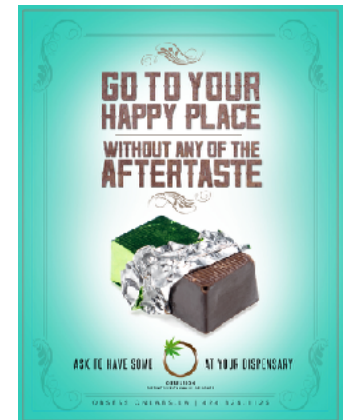


# EXAMPLES

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## Obsession Labs

Package Design | Advertising | Photography

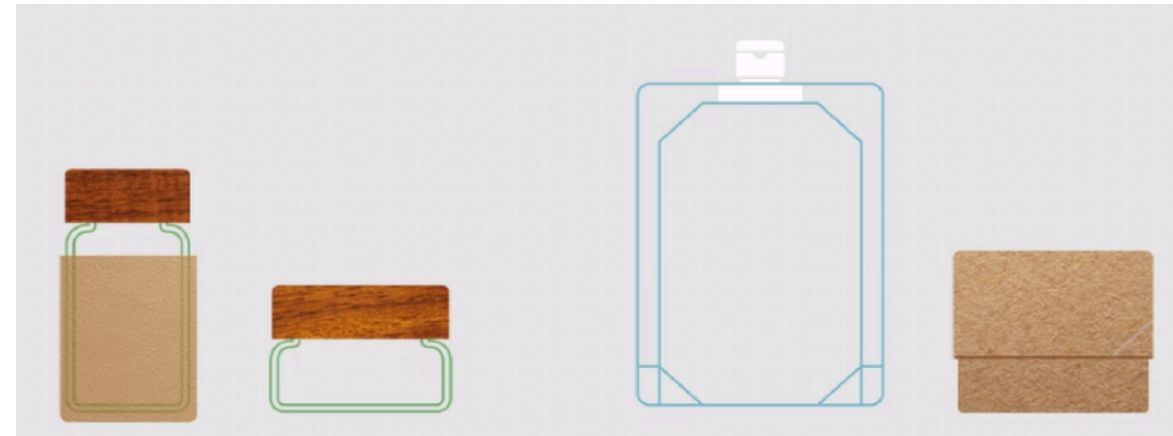


# EXAMPLES

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### Wise Skincare

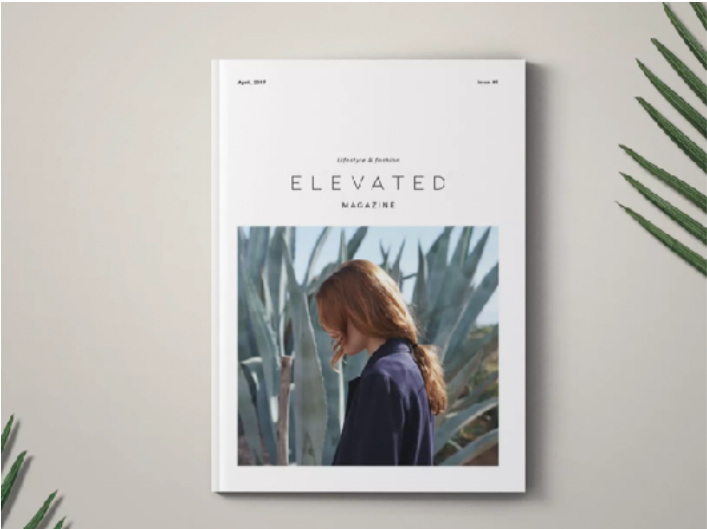
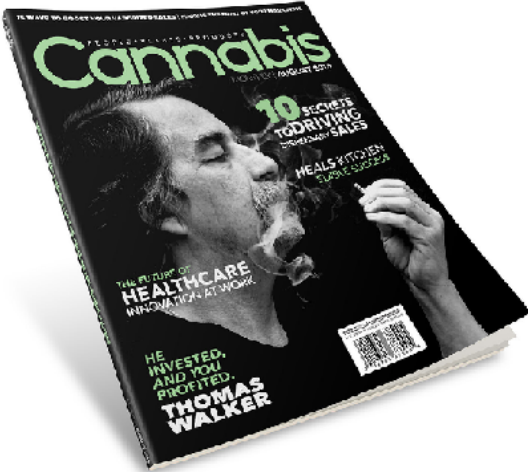
#### Brand Identity | Package Design



# EXAMPLES

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## Cannabis Magazine - Cover Concepts



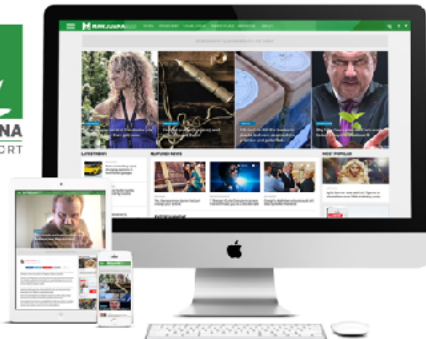
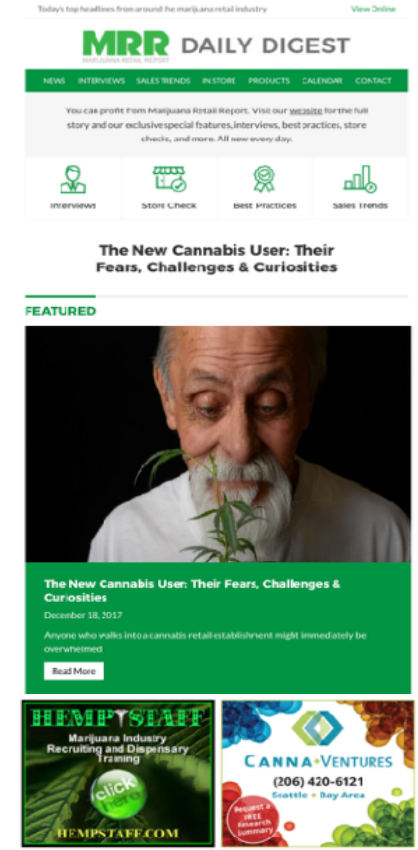
# EXAMPLES

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## Marijuana Retail Report

Logo | Web Design/Development | E-Newsletters | Special Reports | Press

[MarijuanaRetailReport.com](http://MarijuanaRetailReport.com)



# EXAMPLES

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### SIVA Enterprises

Web Design/Development | E-Newsletter | Advertising

[SivaLLC.com](http://SivaLLC.com)



# EXAMPLES

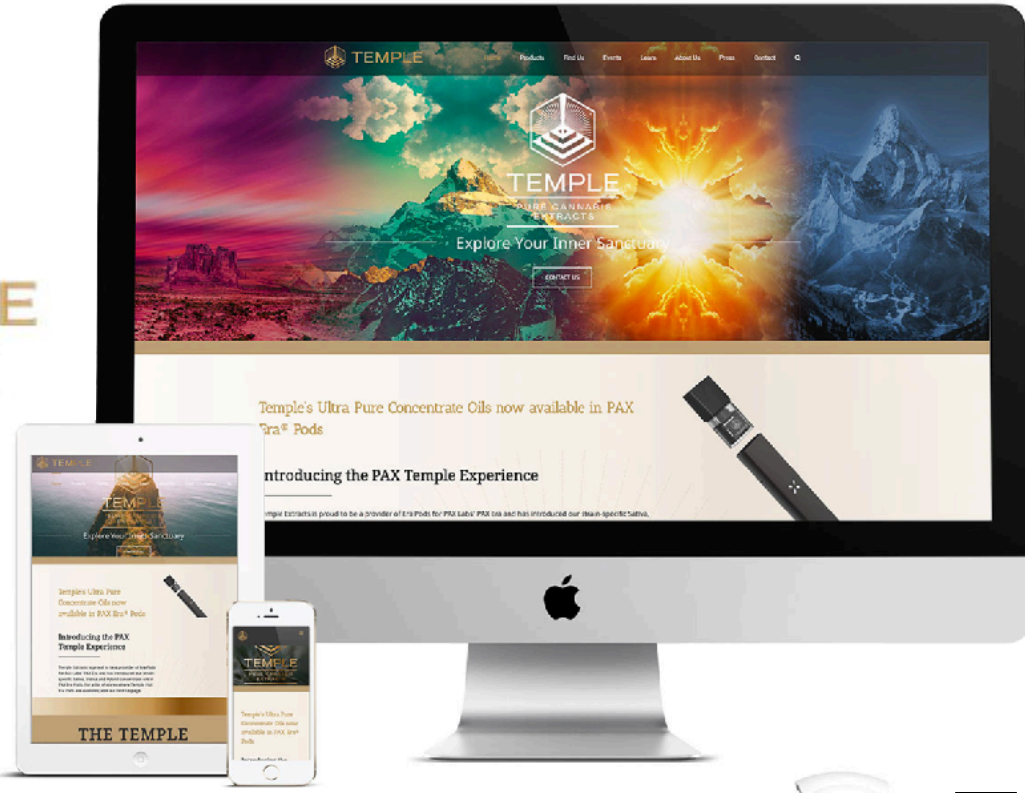
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### Temple Extracts

Package Design | Website | Social Media | Press

[TempleExtracts.com](http://TempleExtracts.com)

**PAX**<sup>®</sup>  
ERA



# CLIENTS

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# TESTIMONIALS

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"Anyone who has read The Tipping Point understands that in order for a brand to really catch fire, people with rare and special skills must be involved--each having one of three specific personality types. These remarkable people are very tough to find, but pretty easy to spot. Farley Cahen is one of these people. In fact, he may even be two of them."

**-Bill Slapin, Publisher, Marijuana Retail Report**

"I have had the pleasure of working with Farley over the years on many successful ventures. He has an incredible knowledge of trends and ideas to take our brands forward. I look forward to many more projects in the future."

**-Anthony Milano, Principle, Crown Architecture**

"[Farley Cahen's] knowledge for this industry and driven attitude, has helped build and strengthen our brand RosinBomb He has a keen eye for making a brand successful!!

**-Jennifer Hillis, CMO, RosinBomb / Maverick Technologies**

"It was my distinct pleasure to have worked with Farley and the Elevated Agency Team. Farley brings a level energy, creativity and professionalism that is unmatched. He would be an invaluable asset to any organization."

**-Ata Gonzalez, Founder GFarma Brands**

"I can not say enough about Farley...First off, his passion for this business and life is unmatched...His creative spirit along with his analytical knowledge, give him an edge that frankly you cannot teach...Also the respect he has commanded in a team environment goes beyond any that I have known that role... Chemistry...Creativity...Passion = results.."

**-Michael Bardin, CEO, Temple Extracts**

"Farley is a passionate, dedicated, and charismatic sales and marketing executive known for his creative, out of the box, thinking. He is extremely knowledgeable about the cannabis industry, market trends, and popular culture, and would be a valued asset to any organization."

**-Stella V., Owner, CannaOil Co.**







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# CONTACT

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