

MARKETING OPPORTUNITIES AFTER MARIJUANA GETS LEGALIZED

AS CANADA MOVES TOWARDS THE LEGALIZATION OF MARIJUANA, **RETHINK COMMUNICATIONS** WOULD LIKE TO HELP IDENTIFY RELEVANT MARKETING TRENDS EXPECTED TO GUIDE DECISIONS OVER THE SECOND HALF OF THIS DECADE.



“HASH TAGS” ARE THE NEW HASHTAG

Yep, with people buying it in droves why not put little tags on the hash bricks conveying offers and specials.



“CARTOONIZATION”

You can already change languages with the touch of a button on your remote. Now if you want, you can have all cartoons all the time.



SELF-DRIVING CAR SALES SKYROCKET

In this new world, public safety is key. That's why consumers will hotbox it from Point A to Point B.



“THC INFUSED EVERYTHING”

From breakfast cereal to denture adhesive, if it goes in your mouth it will almost certainly come in a version that can get you high.



GAMING PRODUCT PLACEMENT

It's growing rapidly right now. The trend will continue.



“HIGH TUNES”

Currently, there are streaming audio services that are catered to your mood. High Tunes takes that premise to the next level, by analyzing your THC level from the moisture on your thumb.