

# olores de terrores



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**THE CANNABIS INDUSTRY IS A CONTINUOUSLY  
GROWING MARKET THAT HAS BECOME SATURATED  
AND CONVOLUTED. THIS HAS RESULTED IN A LACK  
OF EDUCATION AND TRANSPARENCY**



WHY we exist

## Purpose

To bridge the connection between naturally derived substances and an individual through education, experience, and effectiveness

WHAT we do

## Positioning

We educate and aim to make our customers feel comfortable within themselves

HOW we do

## Pillars

Knowledgeable, Approachable, User – friendly

WHO we do it for

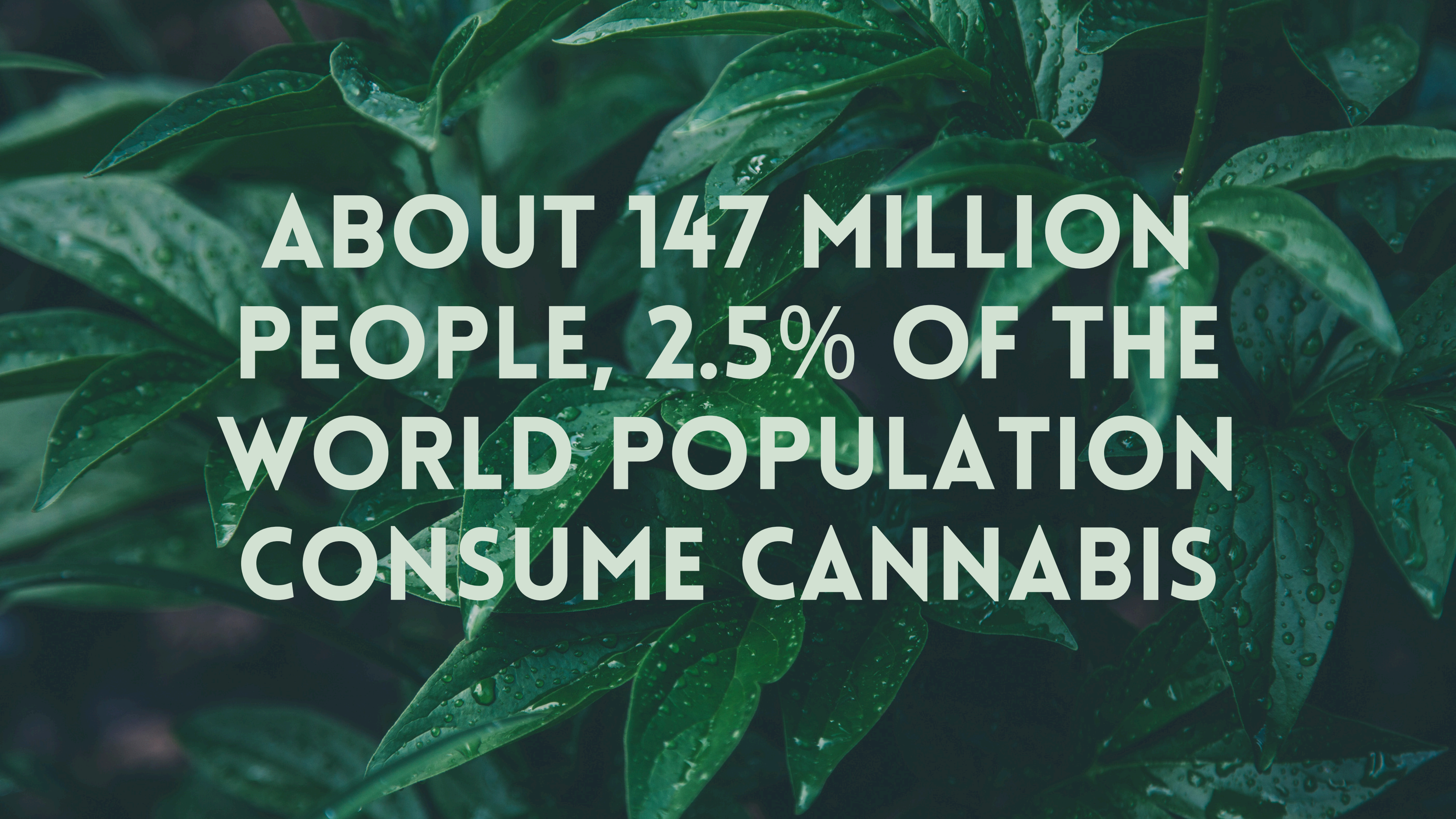
## Audience

Anyone who wants to find enjoyment through cannabis products with education and clarity at the forefront



# THE AUDIENCE



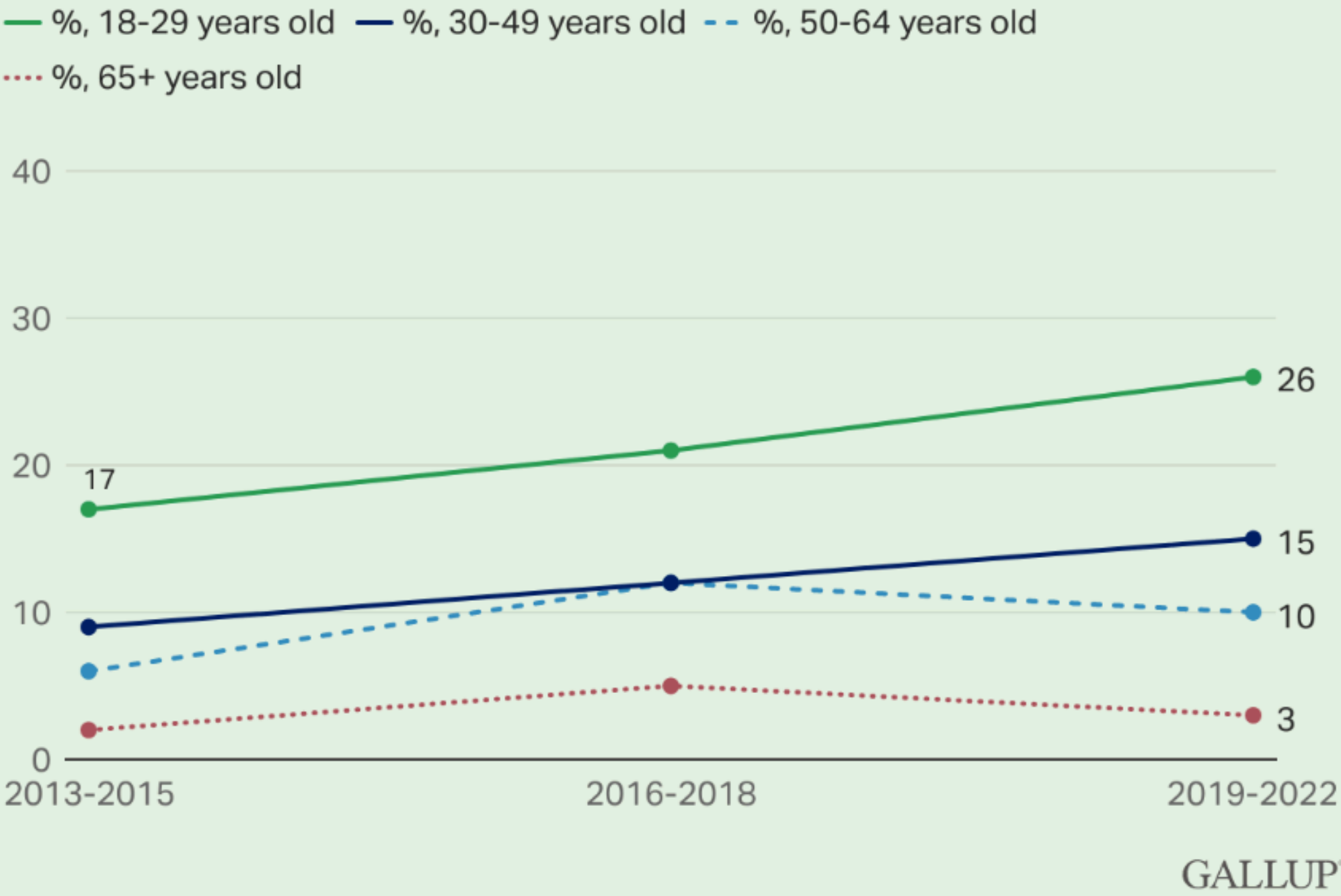
A close-up photograph of vibrant green cannabis leaves, each covered in numerous small, glistening water droplets. The leaves are layered, creating a sense of depth, with some in sharp focus and others blurred in the background. The overall lighting is soft, highlighting the texture of the leaves and the clarity of the water droplets.

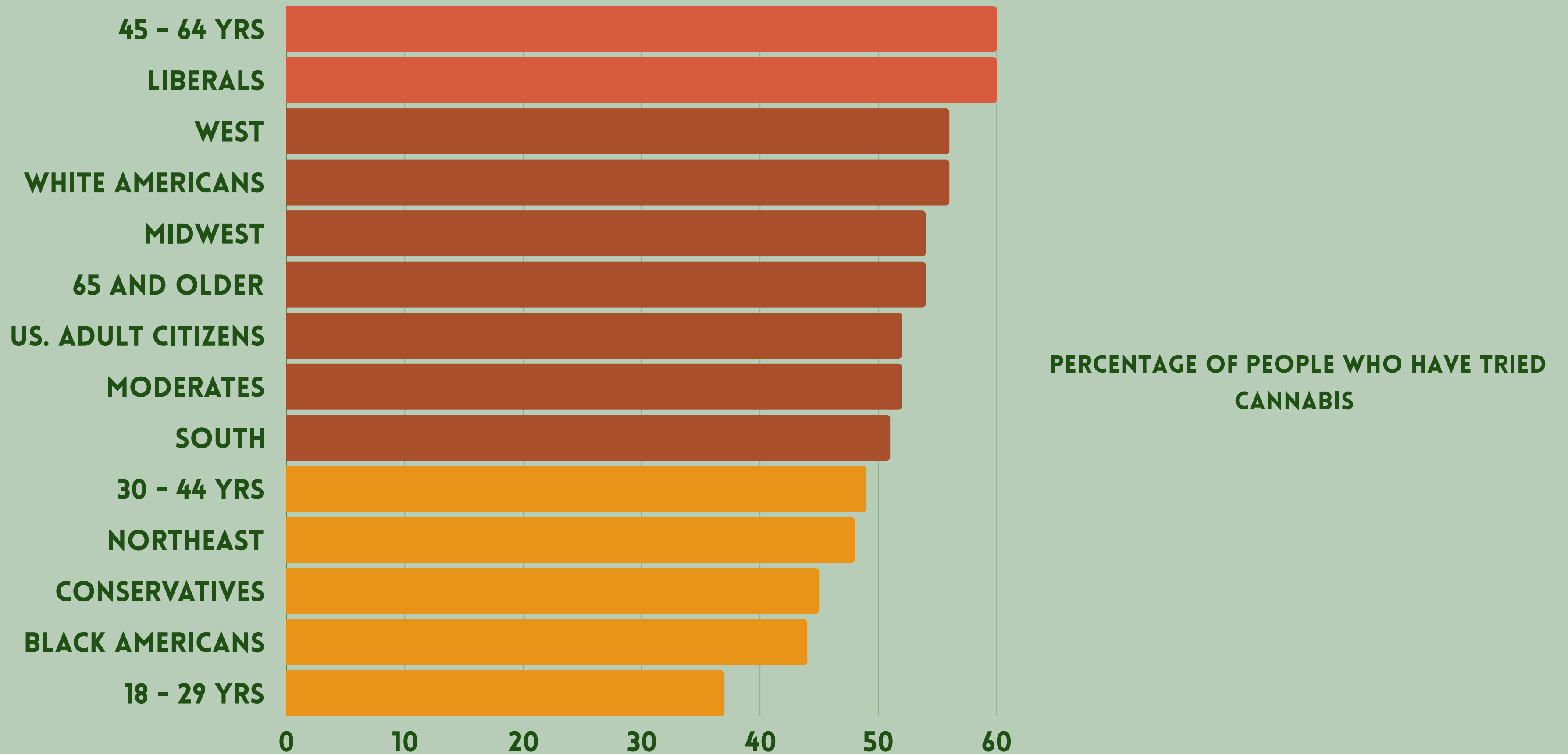
**ABOUT 147 MILLION  
PEOPLE, 2.5% OF THE  
WORLD POPULATION  
CONSUME CANNABIS**



# U.S. Marijuana Smoking Rates, by Age Group

Figures are the percentage who said they smoke marijuana









**NAME: SIERRA**

**AGE: 24**

**OCCUPATION: DATA ANALYST**

**INCOME: 60K A YEAR**

**INTEREST: FILM AND CRAFTS**

**GOALS: FEELING CONFIDENT IN HER DECISION  
MAKING**

**CHALLENGES: NOT KNOWING WHERE TO START**

**SIERRA IS A HARD WORKER WHO SOMETIMES FINDS  
HERSELF OVERWHELMED. SHE TRIES HER BEST TO KEEP  
A GOOD WORK/ LIFE BALANCE IN ORDER TO KEEP  
HER MIND AT PEACE AND STRESS FREE. IN ORDER TO  
DO THIS, SIERRA LOVES TO TRY NEW THINGS AND  
EXPERIENCES BECAUSE IT ALLOWS HER TO OPEN UP  
HER MIND AND TAP INTO HER CREATIVITY.**



**NAME: VALENTINA**

**AGE: 32**

**OCCUPATION: BUSINESS OWNER**

**INCOME: N/A**

**INTEREST: BAKING AND READING**

**GOALS: VARIETY IS THE SPICE OF LIFE**






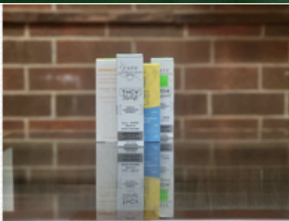





**CHALLENGES: FINDING THE RIGHT PRODUCTS TO SUIT  
HER NEEDS**

**VALENTINA HAS A LOVE FOR BAKING AND WAS GIVEN  
THE OPPORTUNITY TO OPEN A BAKERY OF HER OWN  
AND TURN HER LOVE INTO A CAREER. SHE DOESN'T  
PLAN ON SLOWING DOWN ANYTIME SOON BUT IS  
LOOKING FOR MORE CONSISTENCY IN HER LIFE.  
VALENTINA WOULD CONSIDER HERSELF A FREE SPIRIT  
AND BELIEVES HER INTUITION WAS THE KEY TO HER  
SUCCESS.**


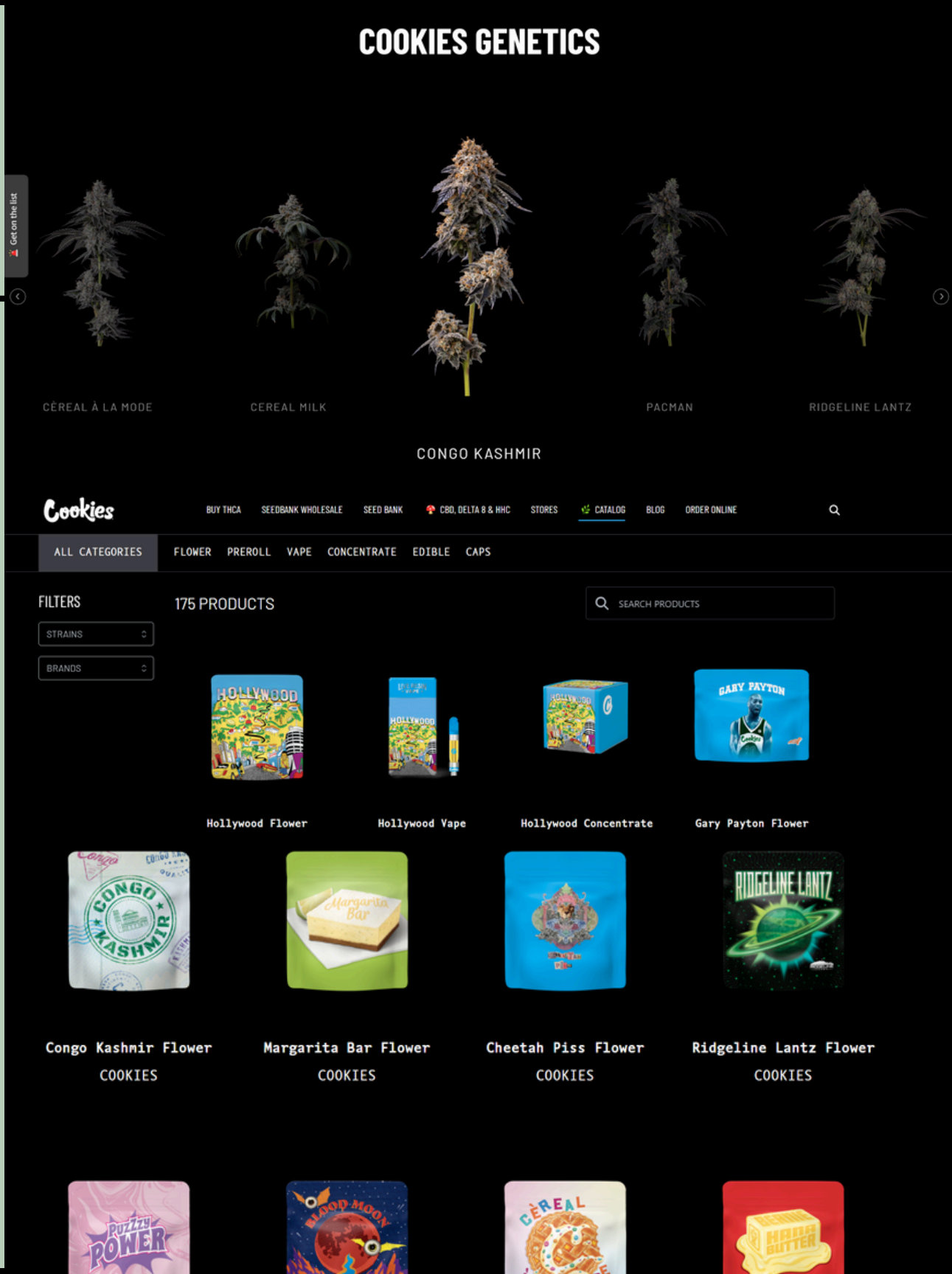
**THE RECREATIONAL USER**



# THE LANDSCAPE

<div></div>	<div>KEY MESSAGE</div> <ul style="list-style-type: none"><li>• Emphasis on being clean and involved firsthand with the products</li><li>• Lab tested, natural, and certified.</li><li>• Product accessibility</li></ul>	
<div>URL</div> <div><a href="https://therecd.org">therecd.org</a></div>	<div>OVERALL</div> <div>Even with an emphasis on transparency, there is still a lot unsaid and include lots of surface level explanations. With that being said, the language is easy to read and meant to be casual and the fact that there is an explanation to begin with is a plus. The main objective here is create accessible products for all.</div>	
<div>BACKGROUND</div> <ul style="list-style-type: none"><li>• Local business</li><li>• Family orientated</li><li>• Private</li></ul>		
<div>PRICE AND DISTRIBUTION</div> <div>Three locations throughout NC, including Hickory, Denver, and Statesville. No price availability or shopping available online.</div>	<div><div><div><div>CONCENTRATES</div><div>Potent, concentrated doses of CBD that can get you a lot of CBD in a small dose. Most commonly taken by inhalation.</div><div>Learn More</div></div><div><div>EDIBLES</div><div>Food infused with CBD in order to offer a way to ingest CBD without smoke or inhalation.</div><div>Learn More</div></div><div><div>FLOWERS</div><div>A not processed part of the cannabis plant that can deliver a potent dose of CBD and aroma.</div><div>Learn More</div></div><div><div>TINCTURES</div><div>Vials of CBD derived from strains of hemp mixed with alcohol that is taken by drops under the tongue.</div><div>Learn More</div></div></div><div><div><div>TOPICALS</div></div><div><div>CARTS</div></div><div><div>DISPOSABLES</div></div><div><div>ACCESSORIES</div></div></div><div><div><div>MADE IN AMERICA</div><div>WE SOURCE THE BEST</div><div>Get ready to experience a mind-blowing journey with our store's high-quality CBD products. We take "cool" to a whole new level by sourcing our CBD from the absolute best suppliers out there. Picture this: we venture to the farthest corners of the earth (well, not literally) to find the crème de la crème of CBD. Our team scours the globe, engaging in epic quests to uncover the finest, most potent strains. We're talking about CBD that's been pampered like royalty, handpicked with love, and cultivated with care. So, when you shop with us, expect nothing short of extraordinary, because we've got the ultimate CBD treasures ready to take your chill to the next level.</div></div><div><div>CERTIFIED</div><div>WE GOT IT ALL</div><div>Yo, CBD aficionados! Brace yourselves for a mind-blowing selection of CBD products. We've got it all, folks! Our store is like a treasure trove of CBD goodness, packed to the brim with an epic assortment of products that'll make your head spin. From classic CBD oils and tinctures that hit the sweet spot, to edibles that'll have your taste buds doing the happy dance, we've got something for everyone. But wait, there's more! Picture shelves stacked with CBD topicals that make your skin feel like silk, and even CBD treats for your furry friends. It's like CBD paradise up in here! So, come on down, relax, and prepare to be blown away by the sheer awesomeness of our CBD wonderland. Your quest for the perfect CBD product ends here, my friends.</div></div></div><div><div></div><div></div></div></div>	



	<p><b>KEY MESSAGE</b></p> <ul style="list-style-type: none"><li>• Hand grown and known for its out of the box strains</li><li>• The natural and legal way to smoke</li><li>• The “Cookies lifestyle”</li></ul>	
<p><b>URL</b></p> <p><a href="https://cookies.org">cookies.org</a></p>	<p><b>OVERALL</b></p> <p>Cookies is actively trying to sell a lifestyle to its customers. The website is not beginner friendly and there is little information available on the different categories but descriptions and disclaimers are available on individual products. The layout is nice but it is definitely for the more experience. Cookies focuses on THCA and its global legality.</p>	
<p><b>BACKGROUND</b></p> <ul style="list-style-type: none"><li>• Founded in 2012</li><li>• Private</li></ul>		
<p><b>PRICE AND DISTRIBUTION</b></p> <p>\$15 – \$50</p> <p>Online sales and multiple locations worldwide. Wholesale is available for appropriate distributions.</p>		

TRANSPARENT



STEADINESS



VARIETY



CONVOLUTED



BRANDS IN WHICH SOME FORM OF EDUCATION WAS INCLUDED

## EDUCATION

What do all of the products mean? Where are the recommendations and distinctions between beginning users and experienced users.

## TRANSPARENCY

The consumer should feel confident in what they are buying but more importantly, what is going into their body. As a brand there should be an emphasis on trust building between business and consumer.

## VARIETY

Having variety and options to choose from allows for consumer needs to be met more effectively. This also means education in the space can expand to more than just products available.



**THE BRAND**

**SPIRITUAL**  
**KNOWLEDGEABLE**  
**INDUSTRIOUS**  
**FAMILIAR**  
**DYNAMIC**  
**EFFICIENT**  
**CULTURED**  
**AMBITIOUS**

**EXUBERANT**  
**PEACEFUL**  
**GENUINE**  
**ETHICAL**  
**APPROACHABLE**  
**DIRECT**  
**ADAPTABLE**  
**HONEST**

**INVITING**  
**HUMBLE**  
**USER – FRIENDLY**  
**OPEN**  
**COMFORTING**  
**RELIABLE**  
**SERENE**  
**REFRESHING**

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REFRESHING

**WE ARE A REGENERATIVE BUSINESS THAT PRIORITIZES  
CONSUMER RELATIONSHIPS AND AIMS TO BRING A NEW  
VOICE TO THE CANNABIS INDUSTRY THROUGH OUR  
STRAIGHTFORWARD AND PLAYFUL PRESENCE**



# THE BRAND ID

DESTINATION ELEVATION  
THE CANNABIS HOUSE  
OLORES DE TERRORES  
AUNT MARY'S DELIGHT  
ROCKET FUEL  
MARY'S COLONY  
COLORS IN THE RAINBOW  
HEARTIFICIAL GOODS  
TASTE OF SPACE  
GOOD DAYS  
MEAN GREENS  
OUTER SPACE IN STATES (OSIS)  
LA GASOLINERA  
PLANTA DE DIOS  
TELLURIC  
HERBACEOUS PLANT  
ASCLEPIUS' HAND  
WORLD OF VENDURE  
MAPONOS'  
THE GAS STATION

~~DESTINATION ELEVATION~~  
~~THE CANNABIS HOUSE~~  
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~~HERBACEOUS PLANT~~  
~~ASCLEPIUS' HAND~~  
~~WORLD OF VENDURE~~  
**MAPONOS'**  
**THE GAS STATION**



A photograph of a lush garden filled with numerous red roses. The roses are in various stages of bloom, with some fully open and others as buds. The leaves are dark green and serrated. The background is slightly blurred, showing more greenery and some yellow flowers. The overall lighting is soft, creating a serene yet slightly mysterious atmosphere.

# OLORES DE TERRORES



# OLORES DE TERRORES

SMELLS

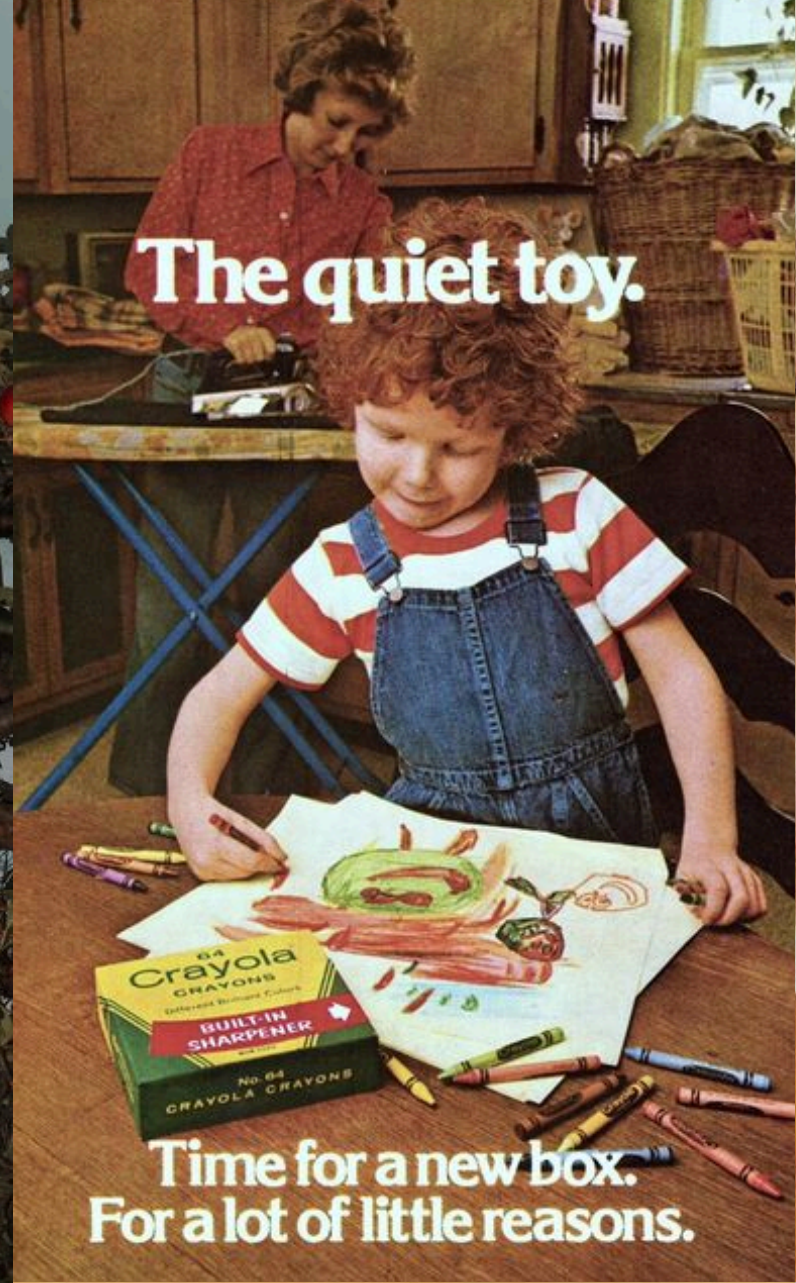
OF

TERROR

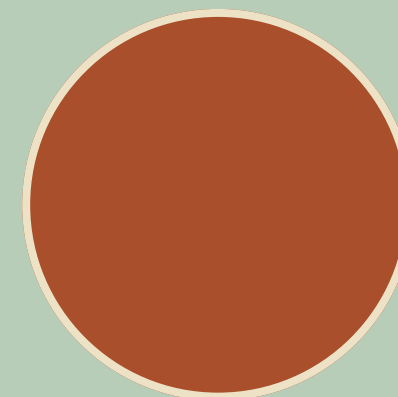
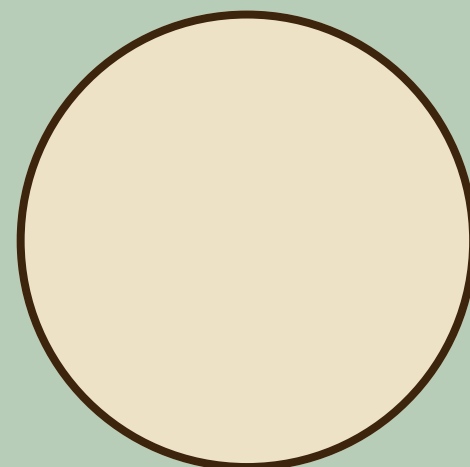
IT ALLUDES TO THE POTENT SMELL THAT CANNABIS CAN CAUSE AND IS INSPIRED BY THE COMMON NICKNAME "THE DEVIL'S LETTUCE". IT CAN EASILY BE TURNED INTO AN ACRONYM KNOWN AS ODT.



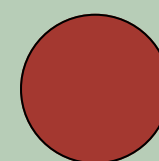
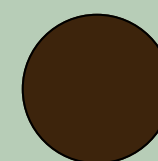
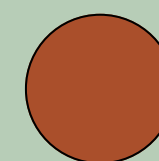
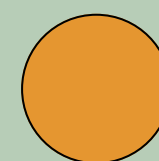
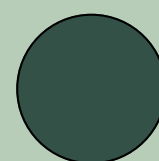
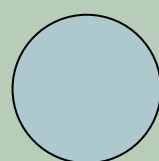
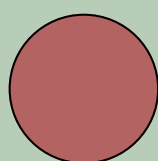
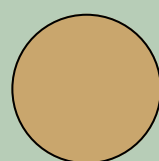








OLORS DE TERRORES



# Olores De Terrores



THE ORIGINAL HOUSE OF  
OLORES





## FOR OIL-BASED COSMETICS

Outside and inside materials  
Sulapac Universal or Premium













# BEER PONG

MEGAHOPS 7247-11

INSTRUCTIONS / INSTRUCCIONES PARA CERVECAS TENIS DE MESA

**BATTLEFIELD**

STRAIGHT  
LOB  
BOUNCE  
FLOOR  
CUPS arranged in groups of 4 or 10  
"BOUNCES MUST PASS THIS LINE"

In the event of a party, this is how it's played out.

**EQUIPMENT**

PING PONG BALL  
A HAND  
BEER OF CHOICE  
16-oz. PLASTIC CUP  
TABLE: ANY WILL DO

Don't use fire to dispose of supplies.

**SUPPLY REPLENISHMENT**

In the event of shortage, grab things nearby.

Open fridge and look through food.

If out of supplies, search neighbors for quarters.

**OK TO ENJOY YOURSelves**

In event of cheese cutting incident, search for hat.

Put hat over mouth and exit vicinity.

**PING PONG BALL RECOVERY**

If ball is missing, look for this person.

Grab person and do this to their tummy.

**PARTY EVACUATION**

To leave the party, bring out all related parties.

Slide down to secondary party point.

**DO NOT USE...**

- Bombardier Sea Route...
- No Pies Utilized...
- No Lids...
- No Can Do...

PLEASE DO NOT REMOVE THIS CARD FROM THE PARTY OR GARAGE  
POR FAVOR NO REMOVER ESTA TARJETA DEL FESTEJO  
Veuillez laisser cette carte à bord de soirée

FORM 0412-2640005 CARD 9-1989

**1886**

**COCA-COLA**

First invented By **John Pemberton**

**1892**

**1904**

After the death of John Pemberton, Asa G. Candler took over with Coca-Cola. One of his strategies to introduce Coca-Cola is to distribute Free Coupons that can be exchanged with a bottle of Coca-Cola. And this strategy proved to be successful.

**1905**

Coca-Cola issued their Trademark bottle which eventually became a characteristic of them until this day.

**1960**

**INVENTED FANTA & SPRITE**

**450 3000**  
**BRAND BEVERAGE**  
**PRODUCTS**

**500.000**  
**TRUCK**

**20.000.000**  
**OUTLET**

**1,7**  
**TRILION**  
**CONSUMED**  
**EVERY**  
**DAY**

**1990 - NOW**

Now Coca-Cola has become a widely known brand in the whole world. Coca-Cola has thousands of bottling spread across various countries and to this day they continue to develop other products. Coca-Cola also become main sponsor to McDonald, FIFA worldcup, NBA and NASCAR.

**NASCAR**

The quiet toy.

Time for a new box.  
For a lot of little reasons.

Alive with pleasure!

# Newport

After all, if smoking isn't a pleasure, why bother?

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

BOX: 16 mg. "tar", 1.2 mg. nicotine. KINGS: 17 mg. "tar", 1.3 mg. nicotine av. per cigarette, FTC Report December 1981

# WAKE UP AND TASTE THE EARTH

SHOP ODT.COM TODAY



# THE BRAND EXPERIENCE



PROSPECT	MY TARGET MARKET		MESSAGE TO MY TARGET MARKET	MEDIA TO REACH MY TARGET MARKET
	The recreational and beginner user		we are a place of education and comfort. We aim to make all our guest feel welcome and knowledgeable in their choices.	Instagram ads Billboards Printed ads - large subway ads/ flyers Pop - ups
LEAD	LEAD CAPTURE SYSTEM		LEAD NURTURING SYSTEM	SALES CONVERSION STRATEGY
	Personalization Infographics Quizzes Pamphlets Descriptions	Transparency In store and online directories Consultations	Specialized employees Helpful educational tools Post shopping follow ups Optimal customer service Consultations	Assurances  "Taste testing"
CUSTOMER	DELIVERING A WORLD CLASS EXPERIENCE		INCREASING CUSTOMER LIFETIME VALUE	ORCHESTRATE AND STIMULATE REFERRALS
	Personalized curated boxes (try new products/ re stock) Up to date consultations (taste - testing) Email Follow ups updated educational tools		Long-term customer cards that offer in store discounts Personalized Curated Boxes Prioritize customer/ specialist relationships	Free sample from a line up of products Referral discounts

# THANK YOU!

SHOP OLORES DE TERRORES TODAY

