



WWW.CIPRCOMMUNICATIONS.COM

CASE STUDY

SUNDIAL GROWERS

Our team was hired by Sundial Growers to help the company develop and execute its first ever corporate communications and public relations strategy and action plan, and to help Sundial tell its story to the media and other relevant stakeholders.



403 462 1160



peter@ciprcommunications.com



[@CIPRCOMS](https://www.instagram.com/ciprcoms)



Our team was hired by Sundial Growers to help the company develop and execute its first ever corporate communications and public relations strategy and action plan, and to help Sundial tell its story to the media and other relevant stakeholders.

I enjoyed working with the CIPR team and together we accomplished a lot in a short amount of time. They were professional, highly engaged and very responsive, and I knew I could count on them to get the job done every time. I recommend Peter and his team and would gladly work with them again.

CLAIRE BUFFON-BLAIR

Director of Communications & Stakeholder Relations, Sundial Growers

CASE STUDY



PROJECT DELIVERABLES

The 8-month agreement, which was extended to 10-months, contained the following deliverables:

- A discovery session with the Client to inform the strategy
- Development of the public relations strategy and communications action plan
- Development of the crisis communications plan
- Development of the social media strategy and action plan
- Development of the stakeholder communications plan
- Development of the Sundial story
- Establishment of communications and public relations plan metrics against business goals to measure and report program success
- Writing and distributing of media releases, pitching media, monitoring and tracking media responses
- Establishment of communications tools such as a “campaign-in-a-box, an e-newsletter, tele townhall capabilities, presentation decks and other tools identified in the strategy session
- Creation, posting and management of social media content
- Creation of support network (online influencers, media, community leaders) to assist in tactical execution of campaigns as appropriate
- Media training for Client’s executive and staff
- Creation of strategy and collateral, as well as in person support during pop up events, community events and stakeholder sessions as appropriate
- Identification of and work with 3rd party contractors as needed to execute above mentioned plans; management of project teams if necessary
- A monthly report to the client outlining progress against goals and metrics
- Other campaign tactics as identified by the client

CONNECTION POINTS

Because of our deep belief that corporate communications and public relations success comes from making meaningful connections between a brand and its stakeholders, we approached the contract by mapping deliverables in a timeline of 5 key overlapping “connection points”, which included:

1

DISCOVERY

The first connection point was between Sundial executives and our team to better understand Sundial's goals and priorities, and to identify the company's internal resources. This part of the program started with a half-day discover session and resulted in a public relations strategy and action plan, as well as the development of the initial corporate key messages document. During this phase, we also began mapping Sundial's storyline and timelines, identifying stakeholders and target audiences and overall campaign timelines.

2

DEVELOPMENT

Execution of the early tactics approved in the action plan and development of a deeper understanding of key stakeholders in and around Sundial. This stage also included the development communications toolkits, graphics, investor and staff newsletter templates, and other resources. The initial draft of the high-level crisis communications plan was created, a media training session was held with Sundial's senior leadership team, selection of a wire distribution and media monitoring vendor, set-up of the media monitoring system, developing a tradeshow checklist, public relations strategy and action plan, collaboration on a government relations plan, a community events calendar, website audit report, continued refinement of the key message document, and a monthly reporting template.

3

STORYTELLING

This point in the program was about beginning to tell Sundial's corporate story through digital communications, media and stakeholder communications. A corporate social media strategy and tactical plan was developed and executed in collaboration with Sundial's internal social media team. Research was conducted to identify brand champions and key stakeholders that required outreach. Media releases were being drafted and distributed with considerable frequency and Sundial was becoming a known and trusted brand to the media and the public.

4

MEDIA

With the corporate communications and public relations plan being executed on all fronts, this phase included one-on-one lunch meetings with key media contacts, creating connections with media through other means, hosting media through a facility tour and managing media during the company's flagship facility ribbon cutting, electronic newsletters to investors, staff and other key stakeholder, LinkedIn thought leadership posts, blogs and other communications pieces, management of certain social media accounts and research about long-lead media opportunities.

5

EVALUATION

This phase of the program was about deepening the connection between the Sundial brand and its internal and external stakeholders. It was also about understanding data that had been collected as a result of initial activity and refining the plan as required. By this phase, Sundial had established meaningful relationships with key stakeholders and the brand had become an authority with the media. Proactive outreach from media to comment on developing stories was regular and the brand was a known and respected voice in the public.

HIGHLIGHTS

Media coverage highlights: While we cannot share specifics, the media relations program was very successful. Here is a small sample of coverage received:

FORMER MOLSON COORS EXEC JOINS ALBERTA CANNABIS PRODUCER SUNDIAL AS CEO

www.newcannabisventures.com

EX COCA COLA EXECUTIVE JOINS THE POT INDUSTRY

www.bnnbloomberg.ca.com

MARIJUANA FACILITY THAT COULD PRODUCE 100M GRAMS A YEAR OPENS IN OLDS

www.cbc.ca

SUNDIAL PARTNERS WITH SECOND UNIVERSITY FOR MEDICINAL CANNABIS STUDY

www.calgaryherald.com

CANNABIS TREATMENT FOR DEMENTIA TO BE STUDIED AT UNIVERSITY OF SASKATCHEWAN

www.globalnews.ca

WHAT IT'S LIKE GOING BEHIND THE SCENES AT A CANNABIS PRODUCTION FACILITY

www.thestar.com

SUNDIAL OFFICIALLY OPENS ITS FLAGSHIP FACILITY IN OLDS, ALBERTA

www.market.businessinsider.com

'SILICON VALLEY OF CANNABIS': SUNDIAL HAS HIGH HOPES FOR POT PRODUCTION IN OLDS

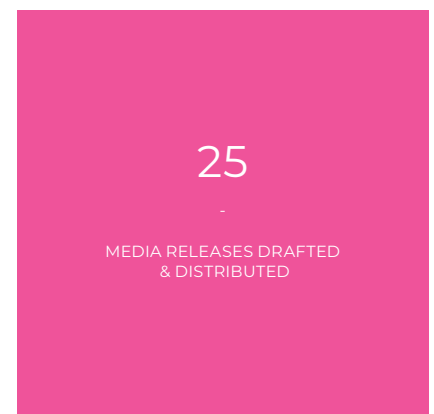
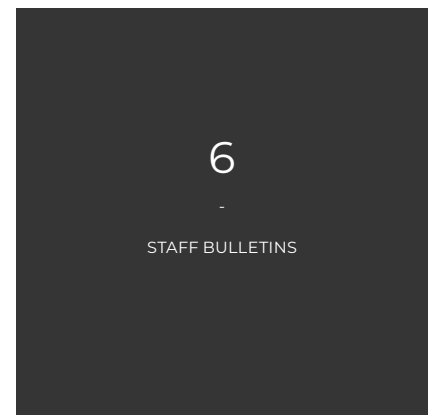
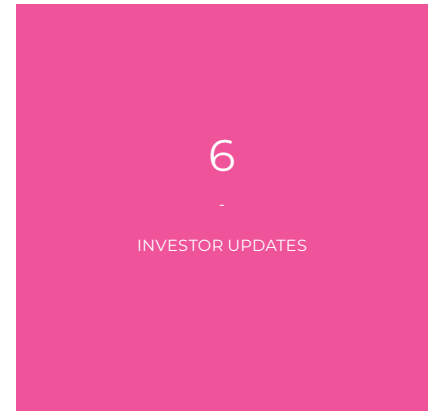
www.calgarysun.com

FROM CALIFORNIA'S BEACHES TO THE BUD ROOM: MEET THE CEO BEHIND SUNDIAL GROWERS

www.calgaryherald.com

ALBERTA'S SUNDIAL STARTS SHIPPING TO AGLC THIS WEEK

www.reddeeradvocate.com



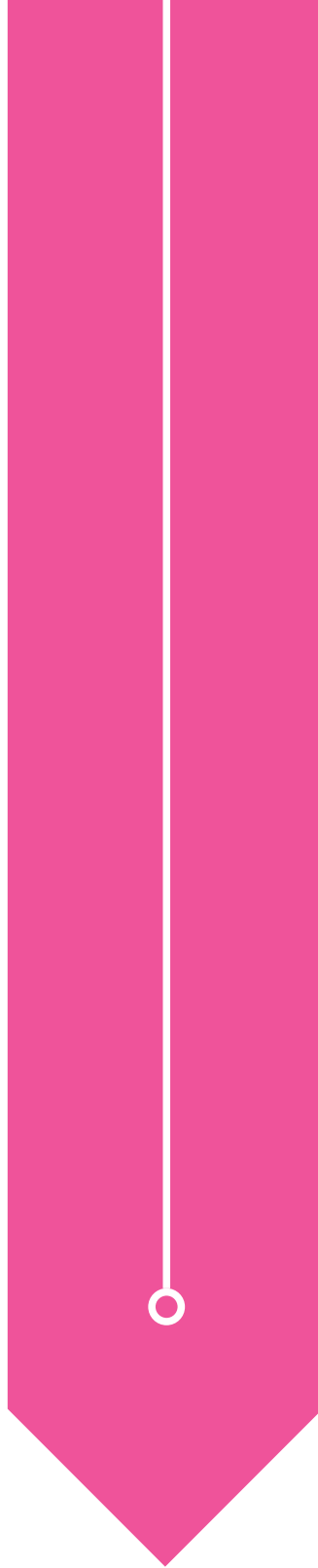
'Silicon Valley of cannabis': Sundial has high hopes for pot production in Olds

Alberta's Sundial starts shipping to AGLC this week

MARIJUANA

Cannabis Canada Daily: Ex-Coca-Cola executive joins the pot industry

Sundial partners with second university for medicinal cannabis study



CIPR
COMMUNICATIONS

WWW.CIPRCOMMUNICATIONS.COM