



— Case Study
EXCLUSIVE™
BRANDS



EXCLUSIVE™

BRANDS



Corporate

The Challenge

Exclusive Brands came to the CMW team looking to position themselves as Michigan's premiere, vertically integrated cannabis company. To do so, CMW would need to increase the executive team's thought leadership exposure, the promotion of dispensary openings and various product launches from the Company's growing portfolio of brands.

The CMW Solution

CMW's public relations team created a strategy to position Exclusive Brands as the top medical and adult-use cannabis retailer in the Michigan space. The goal was to continue elevating Exclusive Brand's expansion strategy in the state of Michigan through local and national media outreach, press releases, special event/conference involvement, and thought leadership speaking opportunities for the executive team. Included in this strategy was positioning Exclusive Brands' Chief Development Officer, Narmin Jarrous, as a cannabis industry and social equity advocate.

The Results

Working closely with CMW for the last three years, Exclusive Brands launched two new retail locations, the Neno's Naturals brand and new headquarters in 2021. In 2022, CMW supported Exclusive's farm facility expansion, processing facility opening, new product launches and one new retail location, as well as one new location in 2023. For each launch, CMW implemented a successful media strategy that created local and national buzz around the news. To date, both Exclusive Brands and Jarrous have been featured in outlets including Forbes, NBC, FOX News, Crain's Detroit Business and POLITICO.



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Narmin Jarrous on why striving for social equity needs to include cannabis accessibility

By Annalise Frank [Reprints](#) [Share](#)



Narmin Jarrous started the Heroin's Neurodiversity product line under Exclusive Brands' umbrella of cannabis brands.

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 - 2 Oakland County plans downtown Pontiac campus, demolition of Phoenix Center

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White House says Childs 'prioritized access to justice for criminal defendants'

By Tyler Olson | Fox News

40 Under 40: Narmin Jarrous, 26

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Credit: Nic Arntz for Crain's Detroit Business

Narmin Jarrous

40 Under 40 September 12, 2022 09:30 AM

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Notable Leaders in EV

Chief Development Officer, Exclusive Brands LLC

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'Nothing has changed': Frustration builds as cannabis reform stalls

"I know there are paths forward for the industry, but I'm becoming more and more cynical of Congress' ability or desire to do anything," a Michigan cannabis operator said.



Green Market Report
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Women's Leadership Award: Narmin Jarrous



Staff
May 11, 2022
3 min

On April 28, 2022, Green Market Report held its first-ever Women's Summit. During the event, the **Women's Leadership Awards** were announced and presented to the winners. Over the next two weeks, we will highlight each of these winners and congratulate them on their contributions to the cannabis industry.

Women's Leadership Award
Social Equity

Get the latest cannabis news delivered right to your inbox

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NENO'S
NATURALS

SECONDARY/HORIZONTAL



ICON



COLOR PALETTE



BEAU BLUE



CHAMPAGNE



JASMINE



HONEYDEW

NENO'S
NATURALS



Consumer

The Challenge

Exclusive Brands needed CMW's help to develop a consumer brand and promote its new wellness-focused product featuring in-house cannabis as well as CBD formulas. The consumer brand's name is Neno's Naturals.

The Development

CMW's creative team started on the development of the brand from the ground up to help create a presence that made a memorable impact on its audience.

Through the entire process, creative team worked closely with the founder of Neno's Naturals who was not afraid to let the overall brand reflect a more feminine side with soft yet lively shades of pink, light blue, yellow, and light green. When it came time to select fonts, CMW decided on typefaces that speak to the balance between natural products and the cannabis user lifestyle.

Once research was complete, an overall brand guide including various logo forms, typography, color palette and packaging inspiration was created with the intent to be the beating heart of the brand.

In addition to the new brand guide, the creative team worked to develop multiple 3D renderings of products, custom labels and sales collateral, all of which perfectly conveyed the brand's overall mission and attracted the target audience.

Custom Product Labels

There were four products that Exclusive Brands needed custom labeling for - patches, tinctures, capsules and vapes. CMW's creative team was able to design these utilizing the brand guidelines to clearly outline the product, ingredients and directions while being conscious of the brand's overall mission, look and feel.

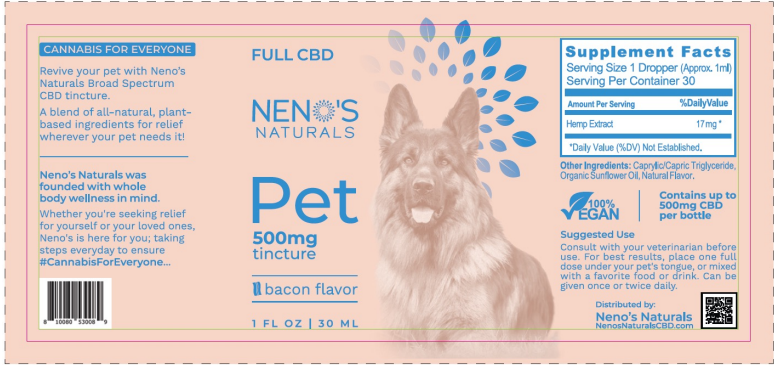
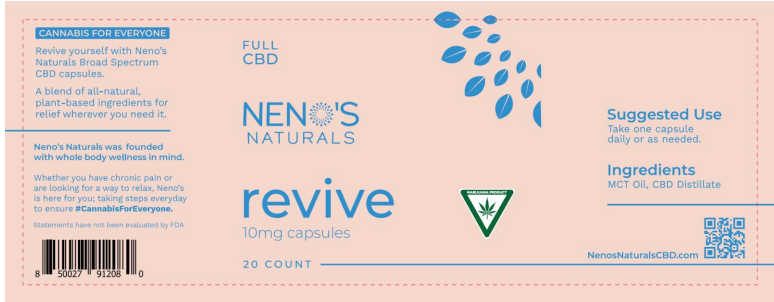
Additionally, CMW most recently supported their expansion into the pet CBD market.



Sales Collateral

Having sales collateral available for potential customers, wholesalers and investors is vital, especially for startups. They also provide a good outline of the brand when at trade shows or other events.

With the sales collateral for Neno's, CMW wanted to ensure the mission was explicit, the branding was cohesive and key elements of the product and brand were noticeable and easy to read.



Hi-Resolution 3D Images

CMW created 3D renderings for all four products (patches, tinctures, capsules and vapes) to help the team envision the packaging, labeling and colors together and make the products come to life.

