

Licensed Producers:

We often see that brands and products that are driven by insight and learnings from past launches and have a solid support plan in the marketplace tend to be more successful. That said, we also realize that our marketplace is comprised of many micro and small cultivators that might not have all these resources and insights at their disposal, which we understand.

As we prepare for our upcoming category reviews, we want to hear your assessment of your current brand/company awareness and equity, your assessment of current performance, your innovation plans, and how it will be supported in-market. Please come prepared to discuss the areas below as part of your category strategy reviews with your category managers. Again, we know not every producer will have detailed information and plans against each of these areas but ask that you bring the information that you have available.

#### **BRAND**

- What is your brand strategy?
- Who are your core target consumers?
- What metrics do you track? (i.e., awareness, equity)

#### **CURRENT PERFORMANCE**

- How are your current SKUs performing?
- How has your execution been, i.e., quality, on-time ship, fill rates? If applicable, how has your performance been in other regions? (Please ensure use of OCS Power BI Data where applicable).

#### **INNOVATION/OFFERING**

- What is your innovation strategy for the next 6-12 months?
- How have your current performance and insights informed this plan?
- How long do you expect these products to be in market/what are your plans for full lifecycle management?
- What consumer or product testing have you completed or plan to complete?
- What is the competitive set for your innovation and how do you differentiate?

#### **MARKET SUPPORT**

- What is your support plan for your innovation?

We look forward to meeting and working with each of you to bring the best assortment to market in Ontario in 2022.

Warm regards,

**OCS Merchandising Team**