

Case Study Moon Men Delta-8

1M

MONTHLY
IMPRESSIONS

75K

MONTHLY
AD PLAYS



PROBLEM

Moon Men, sells delta-8 products through their website and through local vape stores. They were struggling to find effective growth channels to build brand awareness in South Florida due to the heavy regulations surrounding advertising in their space. Their products are offered direct-to-consumer online and in local vape stores.

SOLUTION

While delta 8 companies cannot legally run broadcast TV commercials, they can run in-venue TV commercials using Taiv. This unlocked a new way for them to **gain awareness** within their target market.

The campaign's messaging featured their Delta-8 product suite as the best-in-class and **drove offline sales** by educating consumers on where the products could be bought.

Moon men used Taiv's advertising as a way to promote their **DTC offerings** and grow brand awareness.

RESULTS

Moon Men served 1MM monthly impressions to a targeted audience of the demographic that most commonly uses delta-8.

By playing the ad 18x/hour in each venue, they were able to show a lift of DTC sales and website traffic.

Taiv has helped Moon Men scale, following Taiv to **additional markets** across the US. Moon Men continues to be a happy customer to this day!