

Voyager Product Concept Research (11/20)

January 12, 2021: Full Summary

Voyager 



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Complex questions.
Clear answers.



About Dig Insights

Since its inception, Dig Insights has **grown** to approximately **100 research consultants, data scientists, behavioral scientists and developers**.

- Dig has appeared in the list of 50 Most Innovative Research Agencies globally by GRIT magazine since 2017, reaching #10 in 2020.
- Ranked among the fastest-growing companies in Canada by Canadian Business and the Globe & Mail for past four years.
- Approximately 40% of Dig's 2020 revenues came from outside of Canada. This includes global studies for companies including Netflix, Subway, Facebook and Colgate-Palmolive.



Toronto



Chicago



Vancouver



London

Recent Accolades



Our Global Reach

Past 12 Months



A selection of our current clients





Our Cannabis Experience

- Dig Insights has pioneered consumer and patient research in the cannabis space in the North American market.
- We have worked closely with several licensed providers, executing both qualitative and quantitative research to guide their cannabis consumer segmentation and product innovation in the recreational, wellness and medical space.
- In 2017 we launched the Cannabis Culture Report to track consumer behaviour annually in US and Canada.
- We have conducted a wide range of custom research studies into innovation, positioning and marketing with recreational, wellness and medical cannabis users in North America and Europe.
- Cannabis is now a key practice area for Dig Insights and we have provided thought leadership to the industry as it has evolved:
 - <https://www.diginsights.com/blog/four-fears-canadians-have-about-cannabis-legalization/>
 - <https://www.diginsights.com/blog/three-reasons-daily-cannabis-users-will-not-buy-legal/>
 - <https://www.diginsights.com/blog/illegal-vs-legal-purchase-cannabis/>





Our Health & Wellness Experience

- Alongside our experience in cannabis, Dig has a track record in healthcare research, with expertise in interviewing both consumer, patient and HCP communities in OTC and ethical markets.
- Our team has conducted over two dozen projects with patients, GPs, Specialists, and Nurses over this time, including over 100 depth-interviews.



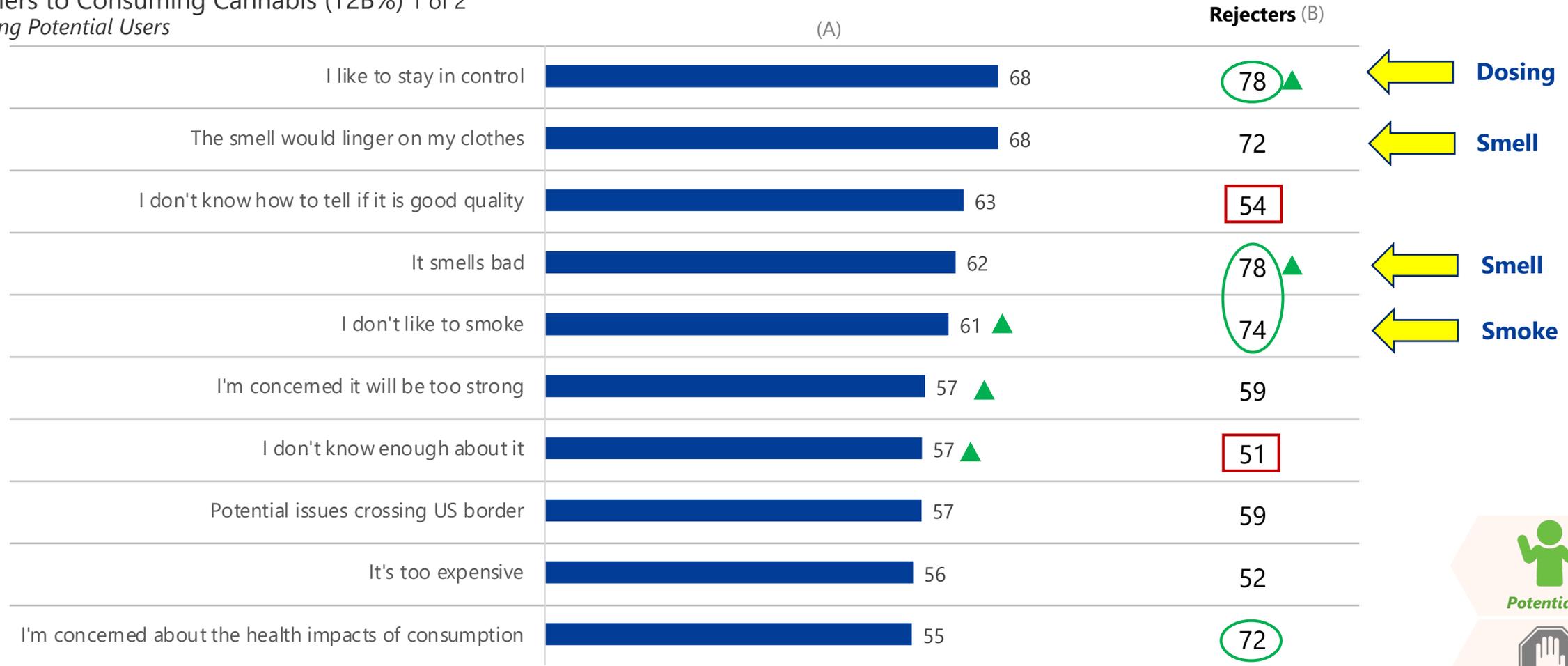
Executive Summary

High Level Take-Aways

- The biggest barriers to cannabis consumption (for potential consumers) are concerns over the lack of control one may experience (68%), as well as lingering smell on clothes (68%). Furthermore, not wanting to smoke ranks in the top 5 barriers. Voyager's concept addresses these critical consumer issues.
- The concept of a Dispenser has consumer appeal and builds strength when applied across multiple consumer segments (e.g Beverage and Oils) across a greater number of known brands.
- There is a 'ready' audience to start the adoption of this new consumption platform. Overall concept interest is encouraging particularly among high frequency, older (45 to 54) consumers.
- Both forms, Beverage drops and Oil drops, have relatively similar interest and both are right to launch.
- Precise, Simple and Portable plus Value are the key drivers and should be the focus of design and communication. This was particularly evident with current cannabis consumers.
- Marketing plan elements of brand partners and starter packs are right; options to reduce price as a barrier to purchase should be pursued to steer the business to the mainstream and avoid being niche.

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• Barriers to Consuming Cannabis (T2B%) 1 of 2
Among Potential Users



Meanwhile, few list a prior negative experience or difficulty acquiring cannabis as barriers to consumption.

- Barriers to Consuming Cannabis (T2B%) 2 of 2
Among Potential Users



Executive Summary

Concept Results and Benchmarking

- The Voyager Dispenser Drop Concepts (Beverage or Oil) registered Consumer Usage Interest comparable to existing and well-known consumption platforms.
- When forced to make a choice, 14% of respondents would be most likely to use Voyager's concept either consuming via Beverage or Oil Drops. This score is in-line with Oral Oil from a dropper or syringe. Potential (new cannabis) consumers demonstrate healthy interest in Voyager Beverage Drops.
- With price points revealed for each concept, about 1 out of 2 current cannabis consumers showed Purchase Interest in Voyager's Drops concept (either Beverage or Oil). That is right in line with competing platforms such as oils from a dropper, dissolvable powder and beverage drops from a dropper.
- When forced to make a choice, 14% of respondents would choose 'most likely to purchase' Voyager's concept for either consuming Beverage or Oil drops.
- Notably, there was a strong presence of current cannabis consumers choosing Oral Oil, suggesting Oil is a popular format.

Executive Summary

About Voyager

- The Voyager concept scored high on its intended strategic attributes of Precise, Simple, Portable and Value (the most important benefit among respondents).
- The attributes most motivating for consumers to be included in Voyager's concept communication are: Value, Precise, Simple and Portable.
- Those likely to purchase the Voyager dispenser (Intenders) skew older (45-54) and are more likely to consume cannabis on a daily or weekly basis, which makes them an attractive high consumption target.
- Intenders strongly recognize Value along with Precise and Portable benefits and appreciate the benefit of being able to use other brands that are part of a Vast Platform. Interest in benefits that are categorized as 'winning benefits' were particularly high with Value at 95% and Precise at 94%.

Executive Summary

Go-to-Market (Part I)

- Purchase intent is healthy in both pod scenarios (Voyager alone and Voyager with Partner Brands); however, the availability of platform partners directionally increases current consumer purchase intent.
- Top Box purchase intent among current cannabis consumers falls just short of the benchmark when pods from other cannabis brands are available. The \$49 price of the dispenser is a likely contributing factor to this.
- Almost half of respondents would purchase just the dispenser if it cost \$49. Current cannabis consumers are more likely to purchase this than potential consumers.
- The more frequently you consume, the more likely you are to purchase the Voyager dispenser. Of weekly consumers, nearly 3-in-5 are likely to purchase the dispenser at \$49.
- Nearly 1-in-2 report they would consider purchasing the Starter Pack including the dispenser and 150 mg trial pod for \$59. As planned, the Voyager launch program should put strong emphasis on the Starter Pack to gain trial.
- Additional respondents can be motivated to try the Voyager dispenser if the one-time entry cost could be reduced. Explore reducing the price and further strengthening the role of the Starter Pack.

Executive Summary

Go-to-Market (Part II)

- Among those who are very/somewhat unlikely to purchase this product, they state that cost is the biggest barrier. Conversely, those more likely to purchase this product, make note of the benefits and potential value they would receive from its use.
- Consumers are directionally more likely to purchase the dispenser if it was compatible with other brands' pods.
- Projected usage of beverage and oil pods is nearly identical. 2-in-5 consumers project using each product at least weekly.
- Those likely to purchase the Voyager dispenser are heavier cannabis consumers as they are more likely to consume cannabis daily and directionally also consume more often 'a few times a week'.

What are the Key Take-Aways?

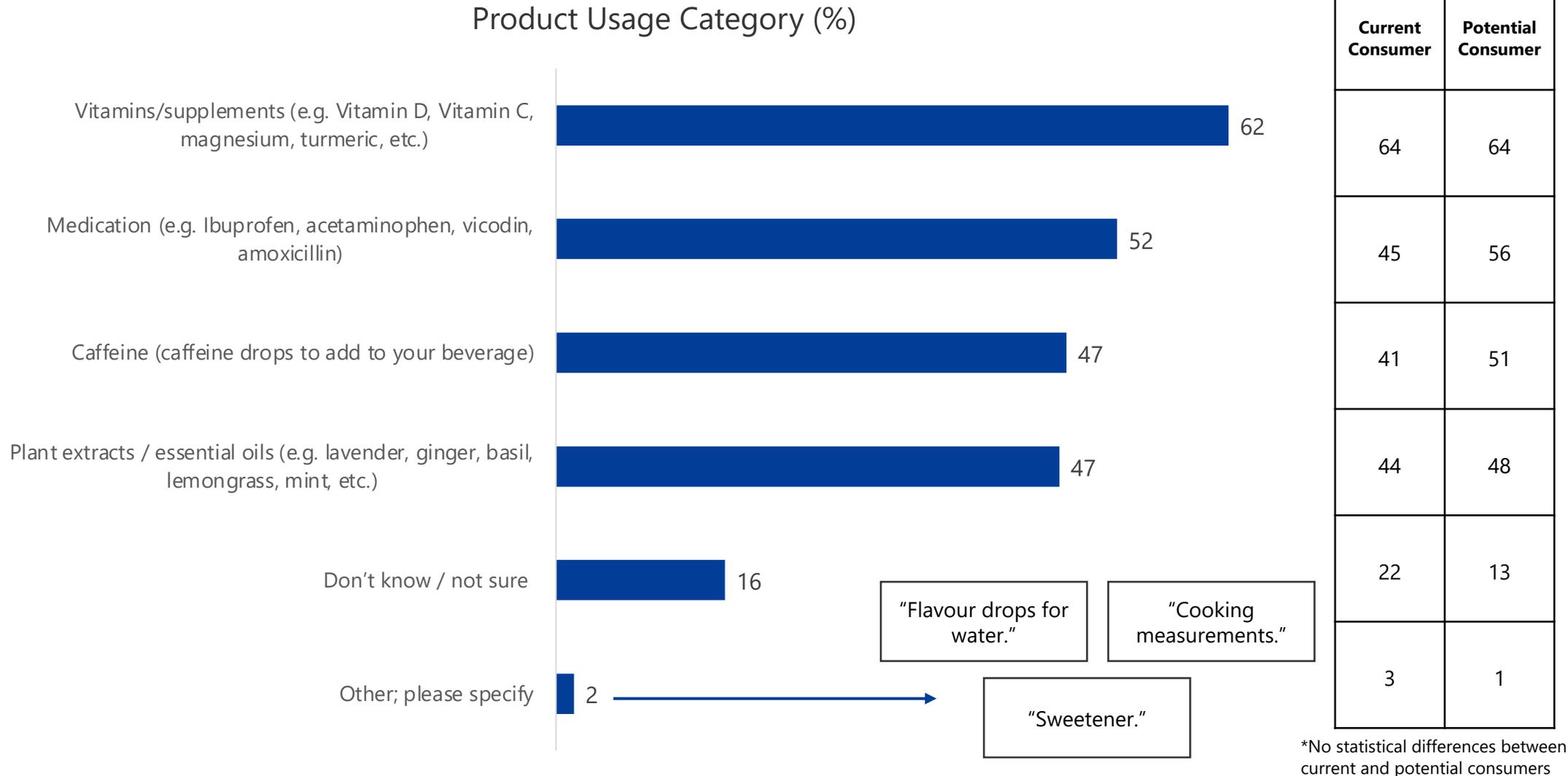
Risks, Mitigation and Future Opportunities

- Of the 8 benefits tested, all but 'Vast Platform' and 'Monitor' performed well. The low Upside scores for these two benefits can be attributed primarily to their performance when compared to other benefits.
- With cannabis being relatively new, consumers are not as familiar with the category. This means that for new brands and concepts, they might need more information before being able/willing to make a purchase decision. That said, the benchmarking exercise is far from definitive.
- Additional respondents can be motivated to try the Voyager dispenser if the one-time entry cost could be reduced from \$49. Voyager should find ways to reduce this entry cost in their marketing plan. This should help steer the business to the mainstream and avoid being niche.
- Among those who are very/somewhat unlikely to purchase this product, they state that cost is the biggest barrier. Conversely, those more likely to purchase this product, make note of the benefits and potential value they would receive from its use.

Future Opportunities

- Over 1-in-2 consumers feel that this product concept has applications outside of cannabis, the most popular alternative being vitamins/supplements.

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Appendix

Research Methodology and Concepts Tested

Methodology

A total sample of n=300 (n=198 Current cannabis consumers; n=102 Potential cannabis consumers) was achieved from an online survey. Respondents were screened to meet the following criteria:

- Live in **Canada**
- Research was fielded in **November 2020**
- Between the ages of **25** and **54**
- **Gen-pop mix of Canadians** for:
 - **Age**
 - **Gender**

SURVEY FLOW



Screener



Confidentiality Assurance



Concept Exposure and Assessment



Voyager Concept Introduction



Cannabis Consumption



Final Classification

Cannabis Products Tested

Drops from pocket-size dispenser (Oil Drops)

Customized dosing and precise dispensing of cannabis extracts (with THC, CBD or both) that can be consumed directly, or infused in other products such as edibles.



Drops from pocket-size dispenser (Beverage Drops)

Customized dosing and precise dispensing of water-soluble cannabis extracts (with THC, CBD or both) that can be added to your favourite beverage.



Beverage Drops from a dropper

A water-soluble cannabis extract to add to your favourite beverage with THC, CBD or both.



Ready-to-Drink Beverage

A cannabis-infused beverage (containing THC, CBD or both) available as sparkling water, soda, iced tea, etc.



Cannabis Products Tested

Softgels/capsules/pills/tablets

A cannabis infused softgel/capsule/pill/tablet (with THC, CBD or both) that is swallowed.



Oral Oil from a dropper or syringe

A cannabis extract (with THC, CBD or both) that can be consumed directly, or added to other products such as edibles.



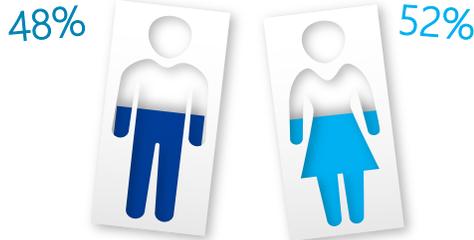
Dissolvable Powder

A cannabis powder extract (with THC, CBD or both) to add to your favourite beverage.

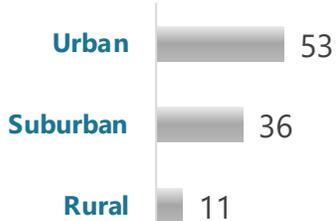


Sample Profile

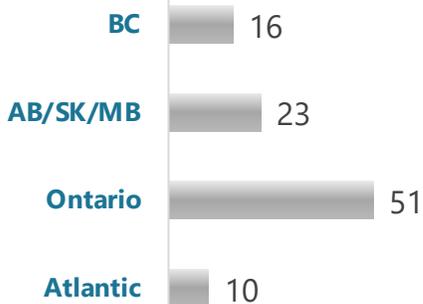
Gender



Household Area



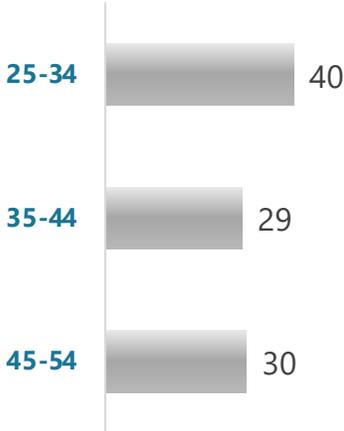
Region



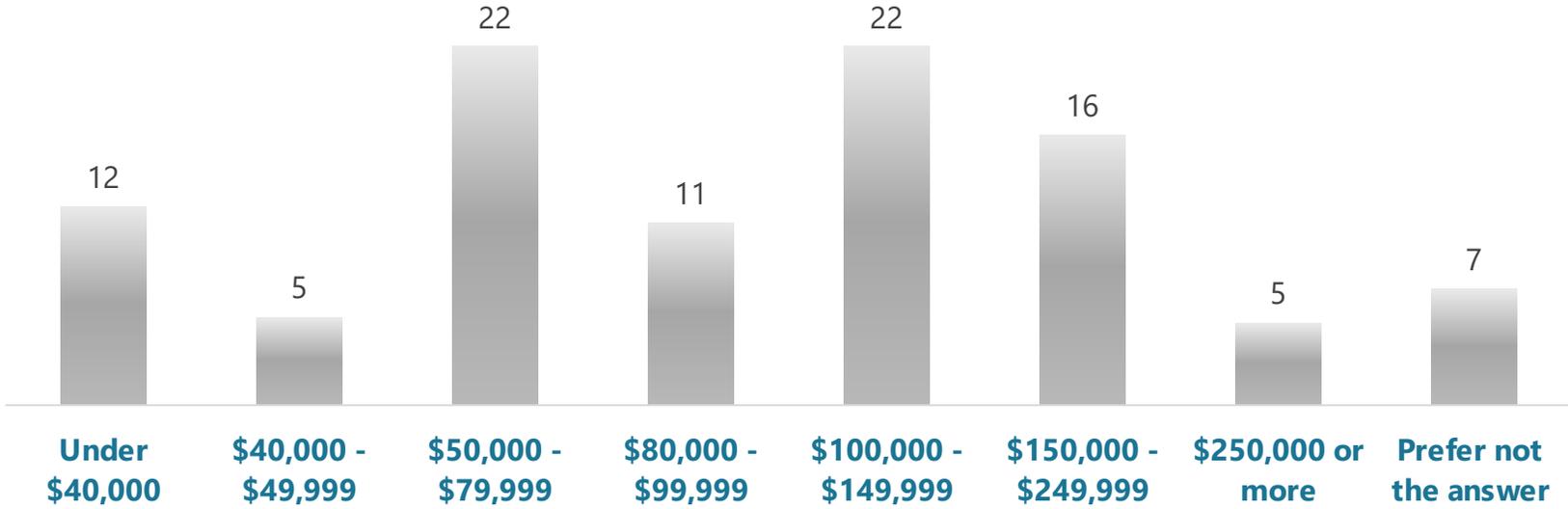
Marital Status



Age



Household Income



Complex questions.
Clear answers.



Full Research Presentation

Available in Data Room