

How Cannabis Brands Use Music to Boost Marketing Impact

Cannabis and Music: How Cannabis Brands Are Hitting All the Right Notes

From the smoky jazz clubs of the 1920s to today's massive music festivals, cannabis and music have long been cultural companions. For decades, artists and audiences alike have turned to marijuana not just for relaxation, but as a means of enhancing creativity, deepening sensory experiences, and fostering connection.

Now, as cannabis evolves from counterculture symbol to mainstream consumer industry, marijuana businesses are embracing music as a powerful tool for branding, engagement, and community building. From concert partnerships to celebrity strains, companies are tuning in to a marketing harmony that resonates deeply with consumers.

Budr Brings Cannabis to the Concert Experience

West Hartford, Connecticut-based Budr Cannabis is one of the first U.S. cannabis companies to provide a virtual ordering service inside a live music venue. In collaboration with Hartford HealthCare Amphitheater, Budr offers concertgoers the option to order cannabis products via smartphone, receiving a text when it's ready for pickup at a nearby kiosk.

Budr's connection to music isn't new. The company previously partnered with the Hartford Symphony Orchestra and has plans to expand its venue presence across Connecticut and New York, while also curating its own music-centric events at Budr-owned facilities.

Cookies DC: Hip-Hop Meets Cannabis Retail

Cannabis lifestyle brand Cookies, co-founded by rapper Berner, continues to build its identity at the intersection of weed and music. Its newest dispensary opened on Washington D.C.'s historic U Street, the very birthplace of jazz legend Duke Ellington.

To mark the launch, Cookies DC partnered with local hip-hop artist Noochie, who hosted a live talent contest and performed at the store's grand opening.

Mango Cannabis: Festivals as a Brand Experience

Mango Cannabis has taken a high-energy approach to marketing, turning its Sunland Park, New Mexico store opening into a 10,000-person live music festival.

Dubbed Mango Del Sol, the event offered free tickets to customers spending \$50 or more and was used as a platform to create branded content and merchandise. According to co-founder Jonathan Pattah, the festival captured the overlap between cannabis and music culture perfectly.

Even at smaller store openings, Mango includes live music or DJs to create a sense of occasion and community connection.

Artist Collaborations & Cannabis Strains

Beyond retail experiences, cannabis brands are collaborating with musicians to develop signature strains and exclusive products that appeal to fans.

Ursa Extracts, based in California, recently partnered with the reggae-rock band Slightly Stoopid to launch the Stoopid Fruits live resin vape cartridge. Developed in conjunction with Humboldt Seed Co., the product reflects both the band's identity and the company's commitment to quality.

From music festivals like Cannafest and Northern Nights, to the melodies playing at Ursa's headquarters, music remains embedded in the brand's DNA.

Sound and Smoke: A Natural Pairing

As the legal cannabis market matures, the alignment with music is becoming more than just tradition it's a sophisticated, effective marketing strategy.

Whether it's virtual ordering at concerts, artist-hosted grand openings, live events, or branded strains, cannabis companies are using music not just to entertain but to educate, connect, and grow.

In a world where customer experience is everything, the harmony between cannabis and music is proving to be a timeless tune that resonates louder than ever.

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