



# TOASTED

*Brunch & Blunts*





# TOASTED BRUNCH

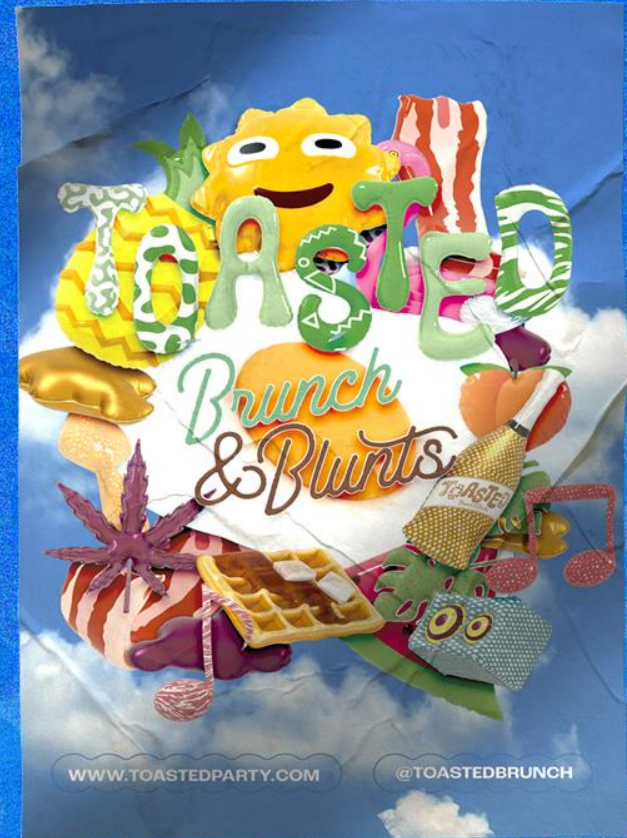
- Location: Medellín, Colombia
- Concept: Colombia's first cannabis brunch
- Audience: High-rollers and tourists
- Offerings: American brunch, premium cannabis, live entertainment

## OBJECTIVES

Toasted Brunch aimed to launch a unique, high-end cannabis brunch event in just 4 months. Objectives included establishing a compelling brand, developing a conversion-optimized website, creating engaging promotional materials, and implementing a comprehensive event marketing strategy. The goals were to sell out the inaugural event, capture at least 1000 emails for future marketing, and create a buzz in the Medellín event scene.

## RESULTS

The event exceeded expectations, selling out and gathering 1100 emails. The branding was critically acclaimed, and the website became a pivotal conversion tool. Content strategy achieved viral status, with posts reaching nearly 500,000 organic impressions. The event not only lasted 4 extra hours due to popularity but also left attendees and the client eagerly anticipating the next one, solidifying Toasted Brunch as a standout, recurring event in Medellín's vibrant and competitive entertainment landscape.







BLUNTS R' IN THE AIR

LIVE MUSIC AMERICAN BRUNCH BOTTOMLESS MIMOSAS & GOOD VIBES

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DATE MAY 28TH

GET YOUR TICKETS HERE

@toastedbrunch

300bees Nageia J&C Sarto BROSING

HIGH MINDED

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VENUE NAGEIA DISPENSARIO

CRA. 34 #8A-15, EL POBLADO, MEDELLIN

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@toastedbrunch PRESENTED BY: nageia

PARTNERS: 300bees Nageia J&C Sarto BROSING

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DRIVEN BY CREATIVITY.  
POWERED BY CREATIVITY.





HIGH  
MINDED  
PEOPLE

BRUN  
CHIN  
&  
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PUFF  
SIP  
BITE  
REPEAT



HIGH  
MINDED

DRIVEN BY DATA.  
POWERED BY CREATIVITY.



[VIEW THE FULL  
CASE STUDY](#)



HIGH  
MINDED