

COMPANY CASE STUDY

CALI BLAZE ACTIVATION



Cali Blaze partnered with Bearijuana Branding to create an immersive event activation featuring custom ambassador uniforms, interactive photo ops, and branded apparel. The goal: strengthen brand presence and drive engagement in Michigan's cannabis market.

Solution

Custom Event Apparel

Themed Photo Booth

Brand Ambassadors

Experiential Marketing

Challenge

Differentiate Cali Blaze in a crowded market and create a memorable consumer-facing experience that drives awareness and loyalty.

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www.bearhousegroup.com

Based in Michigan & New York

Result

500+

consumer
interactions at
activation

70%

increase in
social media
engagement
from event

[cali_blaze_usa](#) The [@cannababe.detroit](#) Halloween party event was a blast! 🎃 🕸

Huge thanks to everyone who showed up and made it a success. We loved meeting all of you and showcasing our one-of-a-kind Cali-Blaze lineup! Here's to good times and great company! 🥺 🕸

[@bearijuanabranding](#) we could not have done it without you! Thank you so much for making this a hit! Hit them up for your events and marketing needs, a truly winning team who brings a great vibe 🍷

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