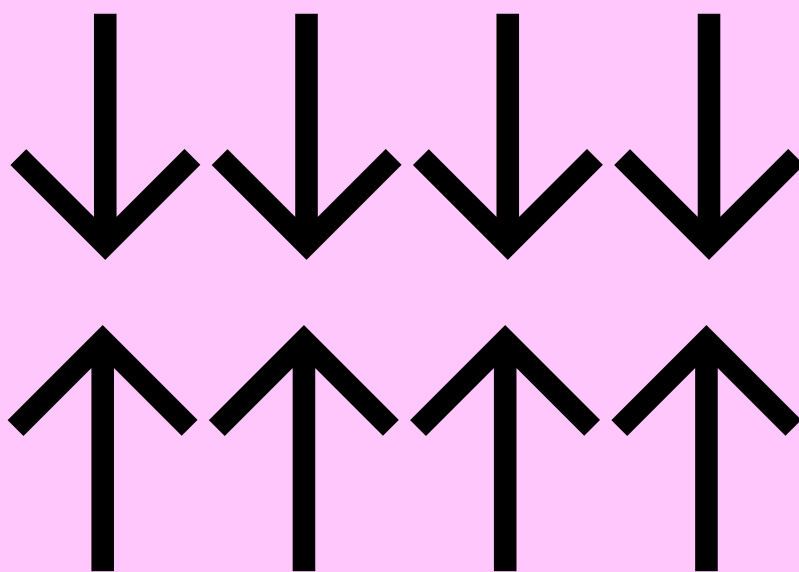




Upstarts Brief 2026

**UP
STARTS**



core[™]
TBWA\Ireland

Ireland’s First Marijuana Dispensary

Launch Ireland's first legal recreational cannabis dispensary in a way that transforms curiosity into confidence. Make buying cannabis feel as culturally acceptable as buying a craft beer, a nice bottle of wine, or artisan coffee while celebrating Irish humour, hospitality, and responsibility.

Brief	Project	Brand Launch	Budget	€420k
	Brief Date	July 2026	Live Date	April 3035
	Background	It's 2035. Following years of debate, pilot schemes and overwhelming public support, Ireland has become one of the last countries in Europe to legalise recreational cannabis. But millions of Irish adults have never set foot inside a dispensary. They won't know the rules, the rituals or the etiquette. Is it clinical like a pharmacy? Casual like an Amsterdam coffee shop? Or something in between? As Ireland's first legal dispensary, we won't just open a shop, we are aiming to define an entire category. Every interaction, every product, every joke and every queue will become someone's benchmark for what legal cannabis is supposed to feel like. We have one chance to make the first impression.		
	Why this matters	Legalisation changes the law, but it doesn't change how people feel overnight. For a lot of people, cannabis will still come with baggage: decades of stigma, stereotypes and no idea what to ask for. Our job is to make it feel ordinary. Simple, warm, expert and easy to talk about. Get that right, and we won't just be the first dispensary in Ireland. We'll be the one people recommend to their mates, their parents and maybe even their granny.		
	Insight	Irish people don't mind trying something new. They just don't want to get it wrong. When we first ordered sushi for the first time, used a self-checkout, or tried oat milk, we secretly looked around to see how everyone else was behaving first. The biggest barrier isn't cannabis, it's the wondering thought: "What's the normal way to do this?"		

Single Minded Proposition

Cannabis once lived behind closed doors, now you can explore it openly, responsibly, judgement-free.

Audience**Primary**

Cannabis-curious, inexperienced adults 25–55.

They've heard friends talk about it. Smelled it abroad. Tried it on a holiday in Amsterdam years ago.

Secondary

Experienced cannabis consumers who are delighted to finally buy legally and expect quality, knowledgeable staff and premium products.

Tertiary

Everyone else - your local TD, the media, your granny.

Deliverables

Design

A brand design launch campaign that includes:

- Name & Identity system
 - Store design
 - Packaging
 - Merchandise
-

Advertising

A brand launch campaign that includes:

- Name and tagline
- TV campaign
- OOH
- PR stunt designed to be shared on social

Contact Us

Apply to be an Upstart [here](#).

If you have any questions, concerns, or require support at any stage, please do not hesitate to contact ICAD. For any queries, please email: info@icad.ie

Thanks

We extend our heartfelt thanks to our partners for their invaluable support in fostering creative talent and helping retain it within the Irish creative industries. Their commitment also enables us to introduce more diversity into the industry, which is proven to enhance creative outputs and benefit the sector as a whole. Together, through the programme, we are building a more vibrant, inclusive, and sustainable future where Irish creativity flourishes

Lead Partner

core[™]

Core is Ireland's largest marketing communications company. We collaborate across multiple Practices, working towards a single purpose, to expand the possibilities of what brands can achieve. By truly embracing collaboration, sharing ideas freely and empowering one another, we create work that is more powerful and transformative than our individual efforts can ever be.

Programme Partner

TBWA\ Ireland

TBWA\ DUBLIN, is over 100 ambitious people who believe in creating a total brand world for their equally ambitious clients. Backed by a network of over 11,100 people, we use Disruption® to connect a brand's total ecosystem. All with the ambition to go beyond just saying things, to doing and making amazing things, every day. Because we believe our best work is always ahead of us.

Diversity Partner

DesignOpp

DesignOpp is a not-for-profit initiative championing diversity in Irish design, so People of Colour can fulfill their creative potential. Our goal is to provide more opportunities, diversify education and create a welcoming community for Creatives of Colour.