Inside Houseplant’s Growth Play

With Thanksgiving around the corner, it’s time to talk turkey and THC.

Of course, Omnicom is expected to close on IPG by EOD Wednesday, and a lot of information is about to come out, so we’ll have a podcast episode with all of those deets soon after you’re back from stuffing yourself with food and walking it off with your cousins.

In that spirit, this week on Adspeak, we talk to Mikey Mohr, CEO of Houseplant, a cannabis product company that he co-founded with Hollywood actor Seth Rogen and producer Evan Goldberg. The three are part of ADWEEK’s Brand Genius class of 2025.

Houseplant started in 2019 in Canada making cannabis-centric home goods. This year, it introduced four cannabis drinks to the U.S., and Mohr and I talk about how the company started, and how he hopes to get to a point next year where the beverage revenue overtakes home goods revenue.

We also dig into leveraging Rogen’s celebrity, and the difficulties trying to sell a product that’s only becoming legal in increments, and that still incurs a lot of hostility from lawmakers at both the state and federal levels.

Recommended videos
https://www.adweek.com/brand-marketing/inside-houseplants-growth-play/