



The Case for Moving First



Being the first in a market isn't just a bold move—it's a scientifically proven advantage. Decades of research confirm the power of first-mover strategies in establishing market leadership and long-term success.

Urban, Carter, Gaskin & Mucha (1986): *"Market Share Rewards to Pioneering Brands"*

Found that pioneering brands consistently achieve higher market shares and sustained advantages over late entrants.

Takeaway: *Being first secures a leadership position that latecomers struggle to match.*

Kalyanaram & Urban (1992): *"Dynamic Effects of the Order of Entry"*

Demonstrated that early entrants capture significant market share *that latecomers rarely reclaim.*

Takeaway: *Early action cements brand dominance and long-term profitability.*

Berndt, Bui, Reiley & Urban (1994): *"Information, Marketing, and Pricing in the U.S. Antinulcer Drug Market"*

Showed how early entrants *dominate market perception and control pricing power.*

Takeaway: *Move fast to shape consumer perception and command premium pricing.*

Lieberman & Montgomery (2013): *"The First-Mover Advantage"*

Confirmed that first-movers create barriers to entry and maintain *competitive edges.*

Takeaway: *Swift entry builds defenses that latecomers find difficult to overcome.*

Carpenter & Nakamoto (1989): *"Consumer Preference Formation and Pioneering Advantage"*

Proved that pioneering brands *shape consumer preferences and become the standard by which other others are judged.*

Takeaway: *Act now to define the market and leave competitors playing catch-up.*

The evidence is clear: Acting swiftly secures the top spot. Advertising on U.S. WEED CHANNEL now means defining the category before your competitors even have a chance to start.

The window to be first is open—but it won't be for long.

The Case for Moving First

Being the first in a market isn't just a bold move—it's a scientifically proven advantage. Decades of research confirm the power of first-mover strategies in establishing market leadership and long-term success.

Urban, Carter, Gaskin & Mucha (1986): “Market Share Rewards to Pioneering Brands”

- Finds that earlier entrants tend to earn larger long-run market shares than later entrants, even across many categories.
- Models market share as a function of order of entry alongside marketing variables (e.g., advertising and positioning), showing entry order remains a meaningful driver.
- Frames pioneering as a durable advantage because early brands become the default reference point consumers compare others against.

Takeaway: Being first secures a leadership position that latecomers struggle to match.

Source URL: <https://pubsonline.informs.org/doi/10.1287/mnsc.32.6.645>

Kalyanaram & Urban (1992): “Dynamic Effects of the Order of Entry”

- Shows that timing advantages compound through the funnel—trial, first repeat, and subsequent repeat behavior—not just initial awareness.
- Demonstrates that later entrants often face a persistent disadvantage, even when they increase marketing effort, because consumer habits and memory structures are already formed.
- Highlights that ‘catch-up’ typically requires disproportionate spend and still may not reverse the trajectory established by early movers.

Takeaway: Early action cements brand dominance and long-term profitability.

Source URL: <https://pubsonline.informs.org/doi/10.1287/mksc.11.3.235>

Berndt, Bui, Reiley & Urban (1994): “Information, Marketing, and Pricing in the U.S. Antinulcer Drug Market”

- Illustrates how information conditions in a market influence both demand and pricing power—what buyers know and trust changes what they pay.
- Shows how marketing shapes perception in complex categories, creating structural advantages for brands that establish credibility early.
- Reinforces that in regulated or ‘high-stakes’ purchase environments, early trusted visibility can become a defensible moat over time.

Takeaway: Move fast to shape consumer perception and command premium pricing.

Source URL: <https://web.mit.edu/15.141/readings/antiulcer2.pdf>

Lieberman & Montgomery (2013): “The First-Mover Advantage: Retrospective and Link with the Resource-Based View”

- Synthesizes the mechanisms behind durable first-mover advantage: resource preemption, switching costs, and capability accumulation.
- Connects entry timing to defensible assets—distribution access, customer relationships, learning curves, and category positioning that rivals must ‘buy’ later at a premium.
- Emphasizes that the highest-performing early movers pair speed with quality execution and sustained presence—moving first and staying visible.

Takeaway: Swift entry builds defenses that latecomers find difficult to overcome.

Source URL: <https://www.gsb.stanford.edu/faculty-research/publications/first-mover-disadvantages-retrospective-link-resource-based-view>

Carpenter & Nakamoto (1989): “Consumer Preference Formation and Pioneering Advantage”

- Explains that consumer preferences are actively formed through early learning—pioneers influence what attributes matter and how the category is evaluated.
- Shows that early brands set the comparison standard, so later entrants are judged against the pioneer’s ‘default’ definition of quality and fit.
- Highlights a durable psychological edge: once the pioneer becomes the mental shortcut for the category, competitors must work harder to reframe perception.

Takeaway: Act now to define the market and leave competitors playing catch-up.

Source URL: <https://journals.sagepub.com/doi/10.1177/002224378902600303>

The evidence is clear: Acting swiftly secures the top spot. Advertising on U.S. WEED CHANNEL now means defining the category before your competitors even have a chance to start. The window to be first is open—but it won't be for long.

If you want to be the first brand in your market sector to plant a flag in cannabis media, your timeline is measured in weeks—not quarters. Once a competitor claims the 'first' position, it becomes an irreversible asset: they'll be remembered as the pioneer, and you'll be remembered as the follower. **Secure first-mover status while it still exists.**