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Executive Summary

We are a yet to be named start-up supplier of protein supplement products. Based in the US, we have created two products that we feel will shake up the current health supplement and sport performance market. One of the products targets more experienced gym goers and the second is designed for beginners/casual exercisers. It is intended that after the successful launch of those two products our range will diversify into Multivitamins and the like.

However, the initial focus is to create a guiding document that sets out the way in which our brand will interact with internal and external stakeholders. Accordingly, the purpose of this brand bible is to brainstorm brand names; create taglines and power statements; and, outline the type of consumers we want to sell to.

Although the brand is not yet named, nor has a specific formula been developed there are a few points to note that set out how the brand will be marketed and positioned. The initial thinking is to position them somewhere in the middle in terms of pricing. Placement will be entirely Amazon. This is because the fulfillment model fits in with our delivery and lead times and because Amazon is the number one marketplace for protein and supplements. It generates a huge number of sales every year (the Amazon Marketplace included, Amazon does a staggering 98% of the dollar volume of protein supplement sales online in the U.S.). The product will not be drastically different from others on the market. While we are committed to using the very best ingredients and responding to our user's feedback, it would take too great an investment in R&D to differentiate from other supplements.

Therefore, the promotion of our product is critical in order to compete with the huge volume of sales being generated through Amazon. We will take an iterative approach to this and respond to the campaigns, mediums and messages that are landing well (or otherwise) with our consumers. The brand strategy and story found in this document lists the themes of our marketing message and key elements of our marketing strategy.

The Market

Competitor Brand Positioning and Messaging

1. Optimum Nutrition

Tagline: "The Worlds Best Selling Protein."

Buzzwords: Innovation, uncompromising quality in raw ingredients, consistently high standards.

Philosophy: ON provides active adults around the world with a comprehensive line of powdered, bar, tablet, capsule and ready to drink products. They market their products as innovative and high quality despite some question marks as to their use of artificial sweeteners that are neurotoxic. A slick marketing operation (sponsored athletes and event participation) and distribution network has seen them dominate international sales for protein and supplements.

2. Quest Nutrition

Tagline: "Cheat Clean."

Buzzwords: New Beginnings. Innovation. Engineer Foods. Community.

Philosophy: Revolutionize food and make clean eating fun. Food should taste as good as it is good for you with zero compromises. Known for interesting and uncommon flavors (e.g. Salted Caramel, Strawberry Cheesecake).

3. BSN

Tagline: "Push your performance past previous barriers."

Buzzwords: Award-winning (more awards than any other brand / product). innovative partnerships (Connor McGregor).

Philosophy: Relentless dedication to creating dynamic, cutting-edge, and result-producing products.

4. EAS Nutrition

Tagline: "We're changing the game. This is just the beginning."

Buzzwords: maximize your workouts and push you to reach your exercise goals faster

Philosophy: The first major brand to achieve 100% certification for banned-substance testing on our products, by two leading independent agencies. Now sponsoring a Prime time TV as the official sports nutrition partner of NBC's new fitness show

Buying Personas

Buyer Persona are semi-fictional representations of ideal customers. Ordinarily, to create a buyer persona a company will pull together actual customer data (sourced from data collection forms and internal sales teams) with actual demographics (job, industry, goals, challenges) to profile the customer. The profile also uses industry trends and profile stories that are assumed to help the business understand the customer's motivations and the problems they are looking to solve. Buyer personas also help to define target audience for PPC ad campaigns as well as act as a guide for content marketing efforts. For example, will our ideal customer interact with the Personalized Exercise Template that we create and offer free of charge.



[Our Buyer Persona 1](#)

Background

A typical day includes: work or study, gym and finally. Netflix. Skews Male. Fitness fanatic and image conscious.

Demographics

Experienced gym goer from the US. Aged between 19-45. Regular exercisers (more than three times a week). Takes an interest in health eating plans and nutrition generally. Currently studying or in full time employment with a comfortable level of disposable income.

Identifiers

Prefers to shop online. Heavy use of social networks (Facebook, Instagram).

Goals

Looking for a supplement to take in addition to their regular diet. A meal replacement, weight gainer or natural whey protein for health and wellbeing. Something that can help with both weight gain and weight (fat) loss.

Bulking, weight loss, fat loss, save money on food costs.

Challenges

Finding a way to eat healthy in modern busy lives.

Adding weight using only food.

Gaining a performance / sport advantage without turning to illegal means.

Objections

What will this supplement do to my body?
Are the ingredients trustworthy / natural?

How We Help

Health food is expensive and takes time to prepare. Protein and smoothies make things much easier for both the semi-health conscious and the total health food nut. Protein supplements are an inexpensive way to add mass, build an overall healthier body and suppress appetites.



Our Buyer Persona 2

Background

Skews female. Less interested in high performance sport and nutrition, rather more about balance. Slight guilt to exercise motivation.

Demographics

Casual fitness fan / exerciser from the US. Aged between 25-55. Semi-regular exercisers (three times a week). Likely to be a parent or busy professional. Not interested in performance sport but understands they should be doing more for their exercise and diet (when they have the time).

Identifiers

High income level. Will buy online but also be interested in store and supermarket samples. Interested in yoga and food and will consult Pinterest for recipes. Regular multi-vitamin user.

Goals

Healthy lifestyle for the individual, their partners and any dependents. A holistic and balanced health and exercise program (some walking, some HIIT, yoga, paddle boarding, squash – not huge weights or Crossfit level).

Challenges

Finding the time to work out. Understanding what foods are good for them (i.e. label reading). Finding the time to prepare meals for partner / family.

Objections

What will this supplement do to my body?
Are the ingredients trustworthy / natural?

How We Help

Community of like-minded individuals to share recipes, goals, progress, pictures and so on with. Education on personal exercise and nutrition. Products that the family can use (no matter their ages and goals). Helping to cut sugar out of the household diet.

Branding Style Guide

Brand Name

All four of the brands researched above feature “nutrition” in their brand name or extended brand names. So that’s an appropriate place to start. However, we have not committed to the research and scientific innovation that those brands have, therefore we’re not looking for a brand name that is technical or indicates ingredient superiority. We also have two distinct target markets, one that is predominantly sport and performance focused and the other that is not (yet still health focused). Instead of scaring our potential customers (i.e. where women believe that protein powders are for getting bulky or muscly) we want to educate them. We want to help them with their exercise program (think exercise demonstration videos, nutrition and eating plans, consultations, recipes, support forums and so on).

All of which needs to be reflected in a brand name.

Note, lots of other supplement and protein brands use high intensity product and brand names (see Mutant Mass, the Curse, Mass Freak, the Ripper etc). So if we need to adapt the brand name to fit this trend we can do so with specific product names.

Brand Name Possibilities (to be linked to Nutrition)

Achieve, Triumph, Challenge, Exploit, Master, Prevail, Habit, Hustle, Support, Routine, Squad, Involve, Collective.

All of these are available as domains and company names.

Buzzwords

Community. Trust. Education. Coaching. Everyday Improvement.

Taglines

The community expands beyond the weight room.

Brand Strategy

A brand strategy encompasses everything from the way in which we want the brand to be viewed, through to the individual messages that our campaigns will deliver. At all times the individual campaigns must align with the organisations goals and the marketing objectives set down. A brand is more than just a logo and a product.

We need to educate consumers in all aspects of the health and wellbeing realm) and build trust in every single interaction (including the marketing interactions that we cannot control). Thus we need to reinforce the “average” brand messaging strategy. That is, an average priced product for the average person and athlete.

- **Unique Selling Proposition: Fitness for Purpose** – A unique whey protein that fits the needs of all family members. From those that hunt dragons (athletes, sportspeople) on a regular basis to those that don't but want to be healthy and strong just in case they have to as well (Moms, Dads, children), our protein supplement is perfect for the consumer's particular purpose.
- **Value Proposition 1: Trust.** We build trust in every interaction because we're asking our customers to put our product in their bodies to fuel their fitness. Our customers are dedicated to their bodies and we should be too. They can rely on our research, our dedication to pure ingredients, and our commitment to making a product that is good for their bodies, their diet, their family.
- **Value Proposition 2: Train.** Our protein supplement products trains the body to a better way of life, it creates a habit in the consumer that trains them to value their body and treat it with respect. But more than that, our educational content, our recipes, our free consultations, our personalized exercise templates and helpful community *train* the consumer. Teach, coach and train are all part of our core group of values and what helps us stand out from the crowd.
- **Value Proposition 3: Triumph.** Like many international supplement brands, we want the best for our users. We want to see regular people doing irregular things. We want professional athletes pushing the limits of their bodies and wowing us all. But triumph doesn't need to mean a world record, it doesn't need to be the perfect six-pack. Triumph is subjective, it could be going for a ten-minute walk, it could be getting six kids to school on time (and then finding time to exercise), it could mean a personal best lift, time, score. We want our users to succeed, to triumph.