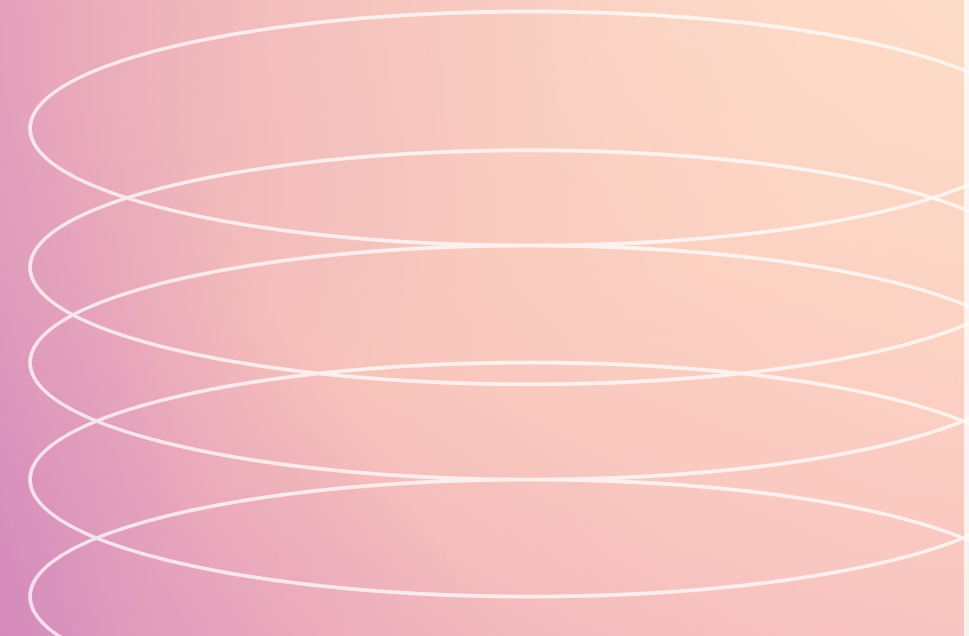


Nature's Bounty - Her Health Project

Her Health | Her Economy



Be Your Healthy Best™



Agenda



- 1. Overview and Objectives**
- 2. Audiences and Competitors**
- 3. Messages and Actions**
- 4. Expected Outcomes in KPIs**

Why Propose this Project?

Brand Image and Experience

Timing and Motivation

Competitive Product

OUR WINS

#HerHealth

#她健康



01 Boost Awareness

02 Enhance Brand Image

03 Expand Market Share

#HerEconomy
#她经济

Customer Profile

"URBAN ANNIE"

20s

Value looks



City-dwelling

Value health

On-the-go lifestyle

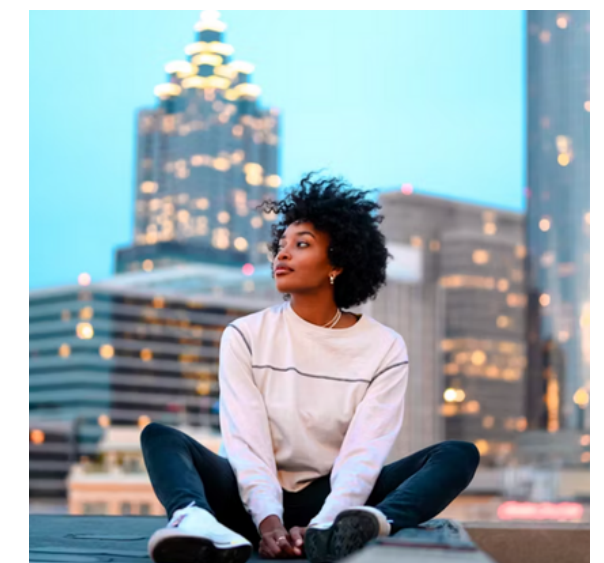
Well-educated

Like newest health trends

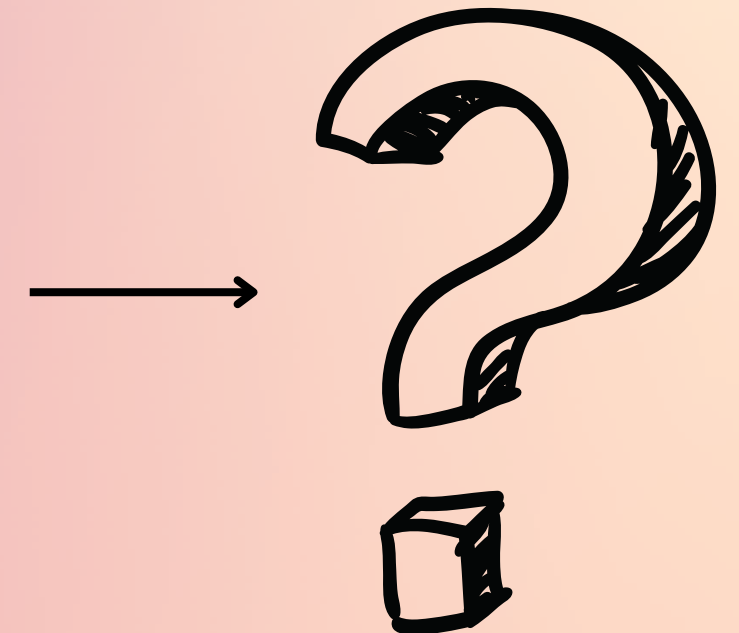
DEMOGRAPHICS

TARGET AUDIENCE

- Age Range: 18–35 years old
- Gender: Female
- Monthly Income:
 - \$1,000–\$18,000 (in China)
 - \$4,000–\$21,000 (in the US)
- Location: Major Cities
 - China: high-income areas (Beijing, Shanghai, Guangzhou, Shenzhen)
 - US: NYC, LA, FL, ...



A DAY IN ANNIE'S LIFE



Customer Atlas

NEEDS

INFO SOURCE

Effective

Active Online

Effortless

Social Commerce

Trendy

Inner Beauty & Outer Beauty

Informed Buyer

Influenced by Recommendations

Dedicated to Self-Care

Seeks Genuine Products

VALUES

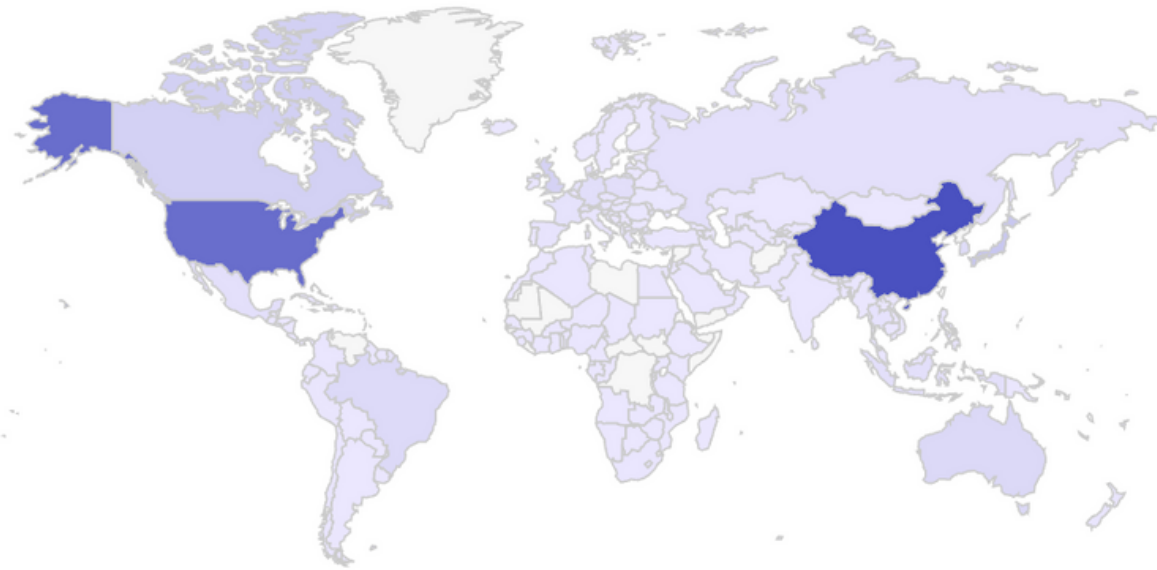
SHOPPING HABITS

Why?

Primary Market: Growth Secondary Market: Maturity

REVENUE COMPARISON

USER PENETRATION COMPARISON



Top 5 (2024) in million USD (US\$)

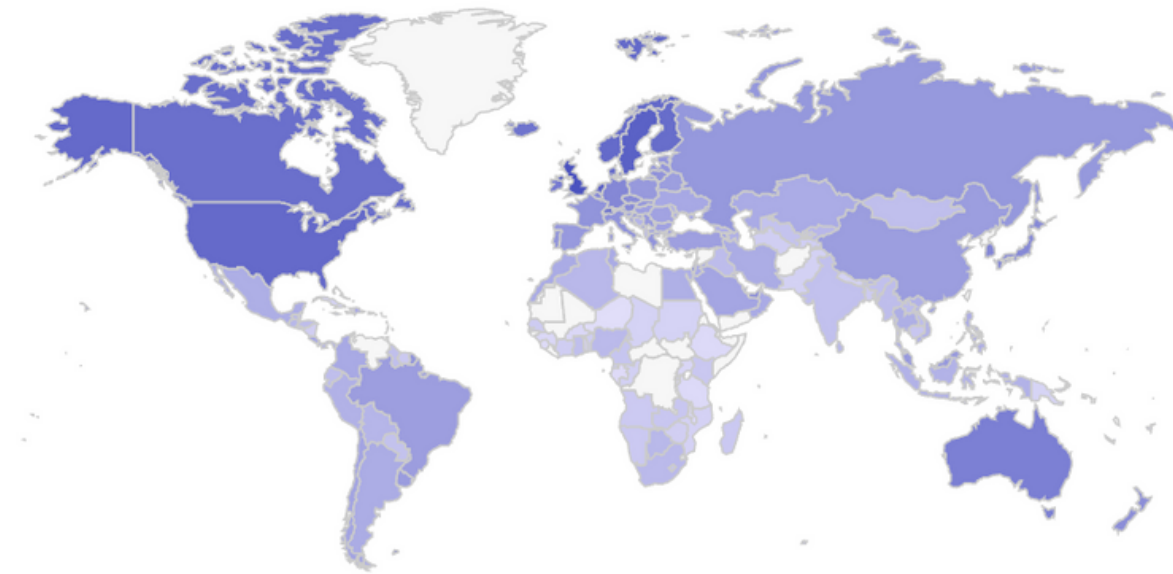
| | |
|-------------------|----------|
| 1. China | 2,478.00 |
| 2. United States | 2,003.00 |
| 3. Japan | 520.30 |
| 4. Canada | 368.60 |
| 5. United Kingdom | 326.80 |

Most recent update: Mar 2024

Source: Statista Market Insights

REVENUE COMPARISON

USER PENETRATION COMPARISON



Top 5 (2024) in percent

| | |
|-------------------|------|
| 1. United Kingdom | 16.4 |
| 2. Sweden | 14.7 |
| 3. Netherlands | 14.7 |
| 4. United States | 13.8 |
| 5. Norway | 13.7 |

Most recent update: Mar 2024

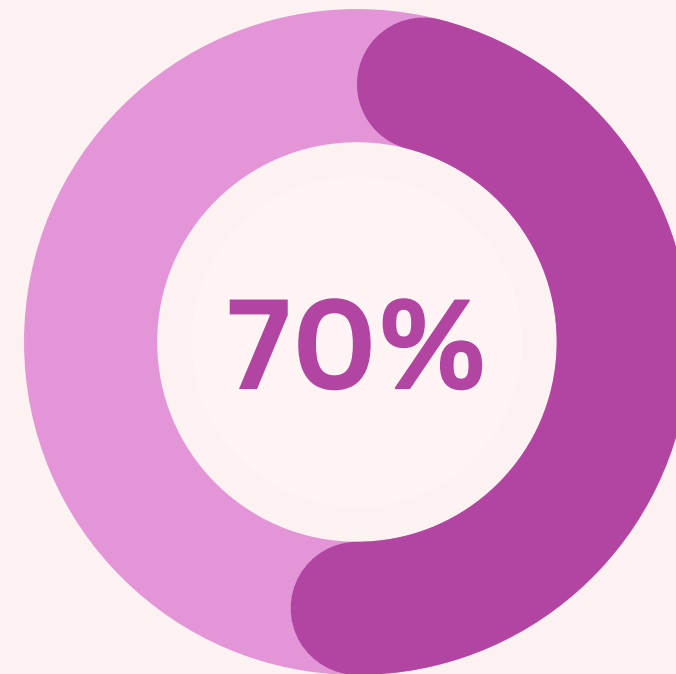
Source: Statista Market Insights

Numbers about CN Market

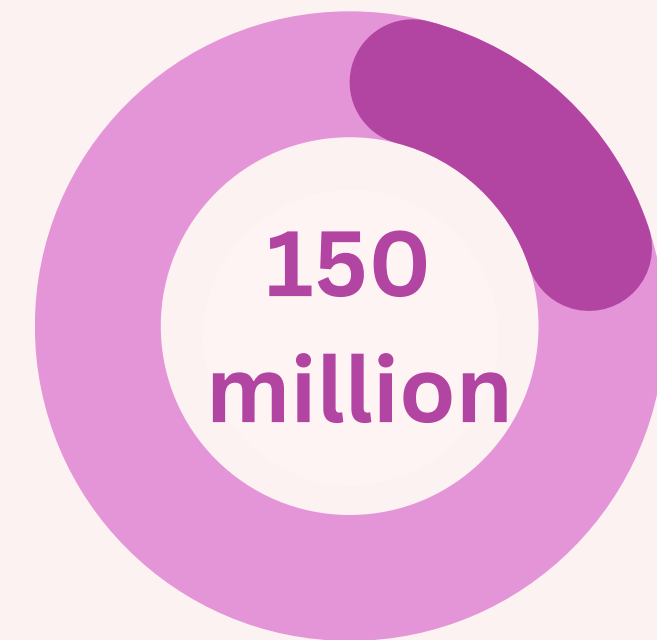


China's vitamin gummy market in 2023

CAGR: 6.5%



Women Willing to try products recommended by KOL



women 18-35

| Brand | Key Factors & Differentiation | Price |
|----------------------|---|-------------------------------|
| Swisse斯维诗 | <ul style="list-style-type: none"> ✓ Specialized formula for women, focusing on skin care. ✓ High volume of vitamins and a wide variety, making it the most diverse. ✗ The most expensive option. | \$ 47 \$ 0.52/count |
| MINAYO | <ul style="list-style-type: none"> ✓ Features biotin and iron, which are common but still appreciated in China. ✓ Contains iodine and copper to avoid thyroid issues, tailored for Chinese consumers. ✗ Only General purpos: to regain energy. ✗ Criticized for over-promising on fruit and vegetable extracts. | \$ 9.6 \$ 0.32/count |
| Centrum善存 | <ul style="list-style-type: none"> ✓ Zero sugar. ✓ Focuses on vitamins B and zinc, with minimal amounts of other nutrients. Designed for energy supplementation with convenient small packaging. ✗ Criticized for having too many additives. | \$ 16 \$ 0.3/count |
| Nature's Bounty 自然之宝 | <ul style="list-style-type: none"> ✨ Expansive and comprehensive nutrition elements encompassing keratin biotin, vitamins, and minerals ✨ Beautiful design (curvy bottle and vibrant colors) | around \$ 35 \$ 0.25/count |
| Nature Made天维美 | <ul style="list-style-type: none"> ✓ Offers 8 types of vitamin B and 10 types of minerals. ✗ Packaging is considered outdated, not appealing to younger demographics. ✗ Not available in a multi-women formula in China. | \$ 18 \$ 0.2/count |
| 养生堂 | <ul style="list-style-type: none"> Targets children ✗ Only standard nutrients. | \$ 13 \$ 0.16/count |
| 同仁堂 | <ul style="list-style-type: none"> Targets the elderly. ✗ Offers a simple formula with only vitamin C and lutein. | \$ 5 \$ 0.05/count |

CN: Competitor Analysis

Fill the Gap

Market Polarization in Efficacy and Pricing

Gap in Women-Specific Products

Design and Aesthetics Appeal

So our unique proposition would be...





| Brand | Key Factors & Differentiation | Price |
|-----------------|---|---|
| Vitafusion | stands out with a high biotin content (5000 mcg) and the inclusion of Vitamin C and E, aiming at supporting hair, skin, and nail health. Its unique selling proposition includes the taste, having won the ChefsBest Excellence award. | \$9.84 (\$0.10 / Count) |
| OLLY | emphasizes the role of Vitamin C in collagen production and includes Keratin, positioning itself as a product that supports skin strength and hair nourishment from within. The mention of Keratin, specifically, indicates a differentiation strategy focusing on hair health. | \$12.24 (\$0.20 / Count) |
| Nature's Way | focuses on hydrolyzed collagen (100 mg) and biotin (2,500 mcg) per serving, indicating a balanced approach to supporting both skin and hair health. However, it's noted that the taste is not favorable, which could impact consumer satisfaction and repeat purchases. | \$9.00 (\$0.15 / Count) |
| Nature's Bounty | provides a mix of biotin, keratin, and vitamin C, similar to other brands | \$8.57 \$0.11 per Count(\$0.11 / Count) |

US: Competitor Analysis

Intense Competition

Hegemonous

Price War

Substitutions

| Brand | Company | Market Share | Dollar Sales Growth |
|-----------------|-------------------|--------------|---------------------|
| Nature Made | Pharmavite, LLC | 10% | 10% |
| Nature's Bounty | The Carlyle Group | 6% | 13% |
| Emergen-C | Pfizer, Inc. | 4% | 47% |
| Vitafusion | Church & Dwight | 4% | 4% |
| One a Day | Bayer AG | 3% | 16% |
| Private Label | Various | 23% | 6% |

HER HEALTH PROJECT

**“Embark on a Women’s Wellness Journey with
Nature’s Bounty Optimal Solution”**

MESSAGE

WE ARE HERE TO

***“Offer you
All-Natural, Affordable, Easy-to-Take
gummy options”***

***“Make Nature's Bounty's
wellness line
a part of your Daily Self-Care Routine”***

TIMELINE



Be Your Healthy Best™

Media Plannings



Offline Events & Campaigns

New Product design

Barbie Theme

IP partnership & Collab product



New Product Launch

March.10



✓ Target Audience Appeal

Barbie's massive fan base

✓ Positive Brand Image

Barbie is not just a toy, it represents a lifestyle.

✓ A Global Presence

the hottest product on everyone's lip both at home and abroad



The New York Times



Forbes

VOGUE

TIME



Traditional Media

Newspapers & Magazines

Women's health, Nutrition management, Vitamins & Supplements.

Soft Product Education

EAT

Should I Be Taking Supplements?

There are thousands on the market, but relatively few situations where they're proven to be beneficial.

By Alice Callahan



#Knowledge Empowers Wellness

#Women's History Month

#HerHealth

Best Multivitamins For Women In 2024, According To Experts

By Jessica Booth Contributor

Fact Checked Sarah Davis Editor



Be Your Healthy Best™

The three-act social media promo circus

Daily Active User **45 million**

小红书RED

Chinese market:



influencers on **RED**(female-focus app), **Douyin**(chinese Tiktok)

Daily Active User **750 million**

US market:

influencers on **Tiktok**, **Instagram**, **Youtube**



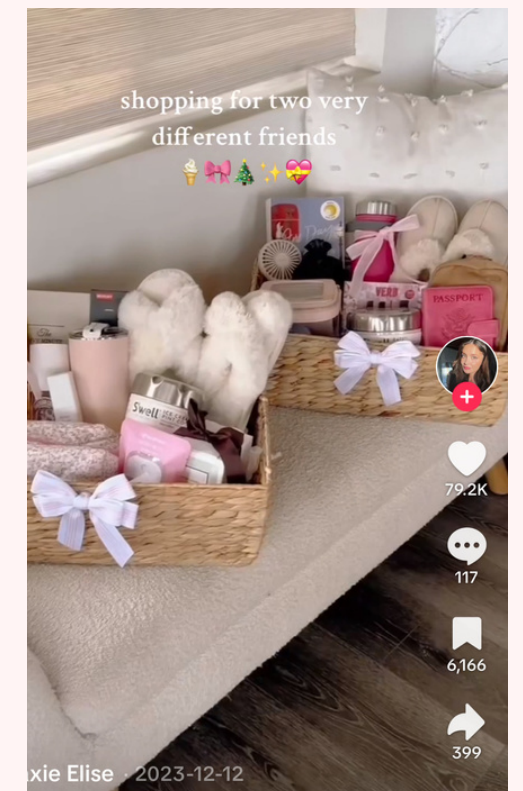
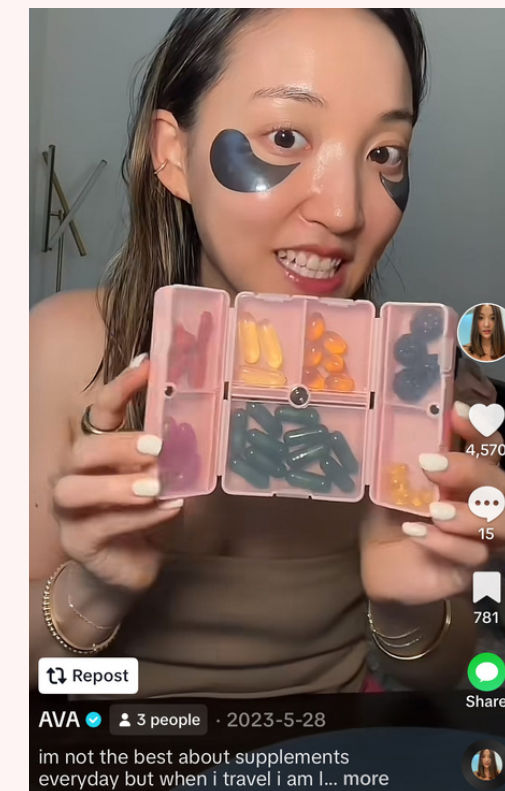
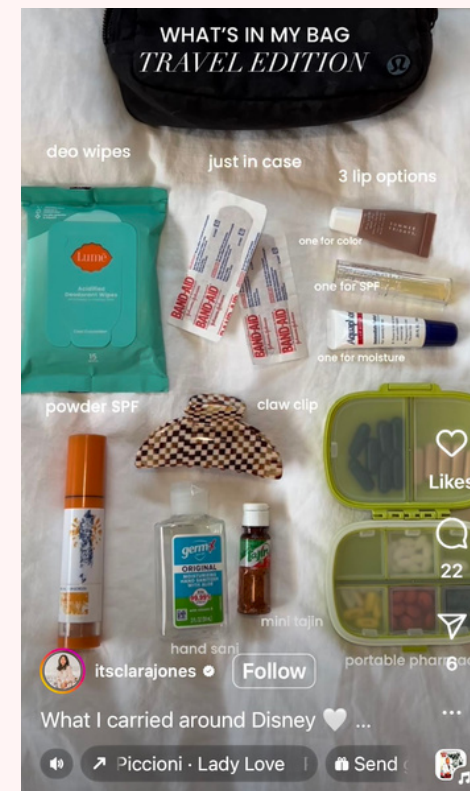
NON-TRADITIONAL MEDIA

Step 1

Boost Product Awareness

Send the Barbie limited edition gift box to influencers (**young females**) before the product hits the shelves.

- **Fashion influencers:** PR haul unboxing (“Unbox PR packages with me”)
- **Lifestyle influencers:** “grwm”, “what’s in my bag”, “gift ideas”, etc



NON-TRADITIONAL MEDIA



Step 2 Creat trending topics

- Start with posting Barbie-themed transitions videos

A regular, everyday look



taking
gummies

VIBRANT BARBIE LOOKS!!!

- Create search trends with hashtags

**#GLOW WITH NATURE
#BARBIE POWER**



The three-act social media promo circus

Chinese market:

Beauty influencers and cosplay enthusiasts

US market:

Famous college cheerleading squads

NON-TRADITIONAL MEDIA



The three-act social media promo circus

Chinese market:

Douyin, RED, Taobao (Product demos and sales pitches)

US market:

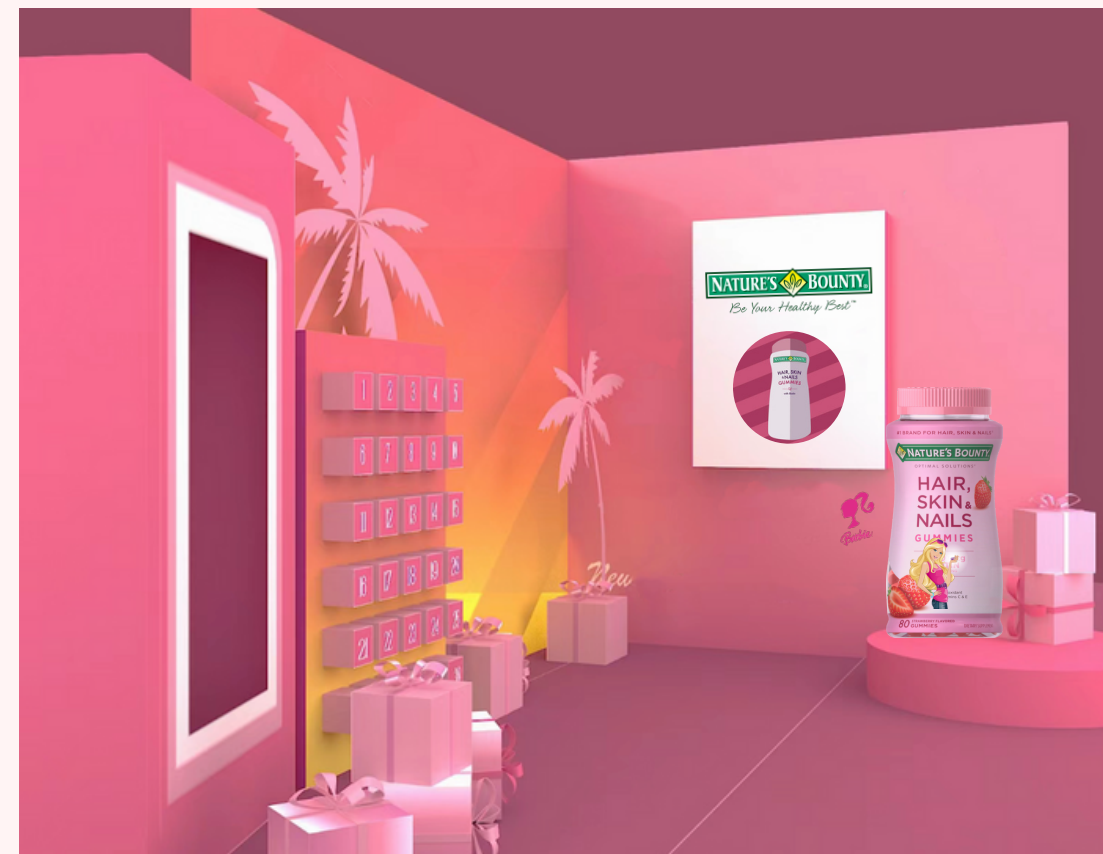
Tiktok (Sales pitches), **Instagram** (Brand culture promotion+product introduction)



Invite influencers and health experts

Step 3 Turn traffic into actual sales

Start brand livestreams to talk about our brand culture, showcase products, and drive online sales with livestream exclusive Coupons



livestream set



Variety and Reality Show Sponsorships

sisters who make waves



Total Views 2023
7.174 Billion



VALENTINO

Italian luxury brand **Valentino***
sponsored season 3 Finals

The related topics on Weibo received
over **130 million** views and **44,000 posts**



Audience Demographics

Exposure

Mainstream

Female Empowerment



EVENT



3-day Barbie-themed pop-up events

Shanghai & Los Angeles



Collab Product Photo booth

| | |
|-------------------------|---|
| Location | Hottest shopping districts |
| Booth Activities | <ul style="list-style-type: none"> • Taste-test product samples • Play brand culture trivia games • Take selfies at the Barbie-themed all-pink photogenic spot |
| Target Audience | Influencers and female consumers aged 18-45 |

CAMPAIGN



PRODUCT TRIAL



YOU ONLY LIVE ONCE

Hit up all popular spots for female consumers

Her Economy 她经济



Total Sales

800 Million GMV

500 Million Retail Sales

Market Share

8% CN

6% to 8% US

Product Trial

500,000 Trials

35% Trial Conversion Rate



Exposure

1.2 Billion Views

5 Million UGC

Consumer Reach

60 Million CN

20 Million US

Brand Favorability Rating

TOP 3