

# LIFEVITALS CREATIVE BRIEF

## ■ CONTACT INFORMATION

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## ■ BACKGROUND

LifeVitals are more than vitamins; they are the gateway to fitness, weight loss, and a healthier life style. LifeVitals is a step above the norm. There are many and different types of vitamins on the market, but LifeVitals will forever be your last choice. Are you looking to improve your health, increase lifespan, and lose weight within reason? There is no need to look any further, LifeVitals is the vitamin for you. Side effects are rare and this product must be stored at room temperature. Caution: This product may cause temporary loss of appetite and/or drastic weight loss if used in excess.

## ■ OVERVIEW

This product is designed to meet the consumers' wants and needs in the form of pills, liquids, or gummies. LifeVitals is self-explanatory and sells itself; there is no need to promote a healthier lifestyle with the purchase and use of this product; the results of this product speak for itself.

## ■ DRIVERS

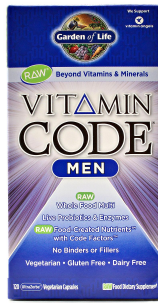
If you would like to live a longer and healthier lifespan, become a leader within the community by informing your family, friends and neighbors. The goal is to promote health awareness, and provide choices for all demographics.

## ■ AUDIENCE

All health conscious adults will be the eyes, ears, and example for the older and younger generations. Variety of services, product tag line, label, commercials, word of mouth, use of fresh ingredients.

## ■ COMPETITORS

Top five multivitamin brands are Garden of Life-Vitamin Code, Nature's Way-Alive, Rainbow Light-Men's One, now-Adam, and GNC-Mega Men (Source: <https://labdoor.com/rankings/multivitamins>), which are pictured below. Label Accuracy: The top competitors in this field have shown to never go over 60% in their accuracy for labels and 80% in product efficiency. Not only can our product match 60% but exceed it; as well as, the percentage in product efficiency. Our clients goal is to provide better health at the earliest stage and echo the importance in maintaining good health. We are living in a new age where commercials and multimedia are the best way to reach the needed audience. These individuals will share this information with the older and younger audience.



## ■ T O N E | M E S S A G E

A "down to earth" company, that appeals to the consumer. Our clients focus is "*Better health today, a better generation tomorrow*". Community conscience of a healthier lifestyle will change the future of living healthier and longer. There is a better alternative for life. Choose LifeVitals.

## ■ V I S U A L S

It will give future consumers an understanding of what are client stands for; as well as, insight into our inner workings; thereby, appealing to their trust.

## ■ DETAILS

Develop branding identity, select colors, present (3) logo options, and (3) tagline options. After logo is selected, box and/or bottle design will be developed. Packaging design will include the following information: logo, tagline, supplement facts, URL, and possible side effects. Research on multivitamins, including information on top five competitors.

## ■ PEOPLE

It is our job to update and report to the Vice President of Marketing and Vice President of Sales. The Vice-President of Sales will have the final approval authority. Progress will be reported to the Marketing department in a monthly brief.