



**SLEEP WHEN YOU SHOULD**

**Integrated Marketing  
Communications Plan  
for Sleep3**

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IMC636

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The Nature's Bounty Co. Marketing Team:

After 70 years, the reputation of The Nature's Bounty Co. is indisputable—the organization is a respected leader in the vitamin and supplement segment of the wellness industry. Thank you for the opportunity to contribute to a new chapter in the company's history through the submission of the enclosed integrated marketing communications (IMC) plan for the Nature's Bounty brand.

The campaign outlined in this document proposes a course of action for the successful national launch of Sleep3. Seeking to exceed the identified business goal of \$8 to \$10 million in sales, the plan balances digital and traditional strategies that will capture the attention of customers whose need for the product will set the foundation for new positioning and significant growth for Nature's Bounty. The plan's recommendations align with and elevate the brand's emerging IMC intentions and will propel Sleep3 to the forefront of its category through consistency and intention. Implementation of the campaign will refresh consumer perceptions of Nature's Bounty and its offerings via a rigorous and cohesive tactical approach shaped by the robust education afforded to me within West Virginia University's IMC master's degree program and nearly 15 years of experience in the marketing communications field.

I appreciate your consideration and welcome your questions and comments.

Sincerely,

A handwritten signature in black ink that reads "Torie Michelle Anderson". The signature is written in a cursive style with a large initial "T" and "A".

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# TABLE OF CONTENTS

- Executive Summary** .....5
- Situation Analysis**.....6
  - Company Background.....6
  - The Product.....7
  - Marketing Mix .....8
  - Competitive Landscape .....9
    - Competitors for Sleep3..... 10
  - SWOT Analysis ..... 12
    - SWOT Matrix..... 13
- Marketing Goal**..... 14
- Campaign Objectives** ..... 14
- Target Market Identification**..... 15
  - Core Strategic Target..... 15
    - Approach to Wellness ..... 15
    - The State of Sleep..... 16
    - Finances, Spending & Consumer Behavior ..... 17
  - Prime Prospect..... 18
    - Buyer Persona Profile ..... 20
  - Secondary Target ..... 21
- Brand Positioning & Personality**..... 22
  - Strategic Drivers ..... 26
  - Positioning & Equity for Sleep3..... 27
  - Brand Character for Sleep3 ..... 28
    - Desired Personality Characteristics..... 28
  - Brand Personality Profile ..... 29
- Integrated Communication Strategy Statement (ICSS)**..... 30
- Creative Brief** ..... 31
- Campaign Media Budget** ..... 32
  - Paid Media..... 32
  - Sales Promotion ..... 34
  - Public Relations ..... 35
  - Direct Marketing ..... 35
  - Meeting the Marketing Goal ..... 36
  - Media Budget Allocation..... 38
- Media Plan** ..... 39
  - Media Objectives, Strategies & Tactics..... 39

Media Tactical Cost Chart.....	48
Media Flowchart.....	49
<b>Creative Executions</b> .....	50
Free-standing Insert (FSI) – Direct Marketing.....	50
Transit Ad – Paid Media (Out-of-Home).....	51
Transit Ad – Paid Media (Out-of-Home) [Close-up].....	52
Facebook Ads – Paid Media (Digital).....	53
YouTube Ad Script – Paid Media (Digital).....	54
Spotify Audio Everywhere Display Ad – Paid Media (Digital).....	57
Spotify Audio Everywhere Ad Script.....	58
Hulu Pause Ad – Paid Media (Digital).....	59
Wellness Workshop Curriculum Outline – Public Relations.....	60
<b>Internal Communications Plan</b> .....	62
Associates.....	62
Pre-Campaign Associates Communications, Abbreviated Schedule.....	62
Leadership Team.....	63
Scientific Advisory Council.....	63
<b>Evaluation Plan</b> .....	64
<b>Conclusion</b> .....	70
<b>Appendices</b> .....	71
Appendix A: Campaign PowerPoint Presentation.....	71
Appendix B: References.....	81

## EXECUTIVE SUMMARY

The American approach to wellness is transforming. Consumers now actively seek tools for preventative healthcare, and the collective desire for natural strategies to maintain health increases day by day. Finding a way to enjoy more and better sleep is a central consumer craving. In fact, in a recent Centers for Disease Control and Prevention survey, more than one third of American adults reported that they do not get enough sleep. This statistic reflects a swelling detriment to the entire nation, namely through escalating healthcare costs. However, a less-discussed consequence is the loss of workforce productivity, which erases \$411 billion and 1.2 million working days from the economy annually.

Nature's Bounty can play a significant role in reversing these trends with Sleep3. The following integrated marketing communications (IMC) plan proposes a campaign that will not only catalyze sales for this new, innovative product—positioning it as the workforce sleep aid of choice—but also begin to shift societal attitudes toward the role of sleep in overall health. Constructed with consideration of the challenges and opportunities facing both the supplement industry and Nature's Bounty as well as the unique benefits of Sleep3, the included objectives, strategies, and tactics will create substantial customer lifetime value, prospects for continued sales growth beyond the campaign year, and a platform for the brand to emerge as its industry's foremost authority on sleep-based wellness.

## SITUATION ANALYSIS

### Company Background

Through seven decades of operations, The Nature's Bounty Co. (TNBC) has positioned itself as a corporation committed to supplying consumers with high-quality wellness products that leverage the healthful offerings of both nature and science (The Nature's Bounty Co., 2016). The company, which is based in Ronkonkoma, New York, operates internationally and employs more than 4,000 associates who manage approximately 20 brands and 16,000 products (The Nature's Bounty Co., n.d.b). Among TNBC's labels are Sundown Naturals, Osteo Bi-Flex, Ester-C, Pure Protein, Puritan's Pride, and the namesake 50-year-old Nature's Bounty, which produces a variety of vitamins and supplements, ranging from probiotics to dietary enhancements for youthful skin. In the industry for vitamins, minerals, and herbal supplements (VMHS)—a market expected to reach a value of \$220.3 billion in 2022 (Zion Market Research, 2017)—Nature's Bounty stands as the number one brand for herbal; multi-strain probiotic; and hair, skin, and nails products as well as the provider of the number one product with the active ingredient melatonin, a natural sleep aid (So, 2019).

The logo for The Nature's Bounty Co. features the word "THE" in a light green, sans-serif font. "NATURE'S" is in a dark green, bold, sans-serif font with a small green leaf icon above the letter 'S'. "BOUNTY" is in the same dark green, bold, sans-serif font. "co." is in a light green, sans-serif font.

Global investment firm Kohlberg Kravis Roberts (KKR) acquired majority ownership of TNBC in 2017 and Paul Sturman, a 30-year veteran of the consumer healthcare industry, assumed the role of CEO that fall (KKR, 2017). This transition followed a change in name for the company, which was known as NBTY until 2016 when it officially adopted the name of its flagship brand to better reflect its corporate vision (The Nature's Bounty Co., 2016). In that year, the company also divested its Vitamin World chain, ended its contract manufacturing operations that provided production services for competitors, refinanced its debts, and simplified its product portfolio to the more streamlined options available today—all in the pursuit of reflecting “the current trends in the market, including clean label, science-backed formulation and lifestyle

over diet” (Myers, 2016). The industry’s prioritization of consumer lifestyles, TNBC’s mission to “help people live more bountiful lives,” and consumers’ desire to live healthfully have converged, creating an ideal atmosphere for the launch of new supplements.

## The Product



With the release of Sleep3—the market’s first triple-layer, timed release, drug-free sleep aid—Nature’s Bounty is ushering in a new phase for melatonin. The naturally occurring hormone that regulates sleep in the human body has grown significantly in popularity as a store-bought supplement in recent years. People seemingly crave better sleep now more than ever before. Capitalizing on the trend, TNBC and its competitors have released numerous sleep support products. Accounting for

variety in dosage (e.g., 5 vs. 10 mg) and type (i.e., gummy vs. capsule), there are 13 in the Nature’s Bounty portfolio alone (Nature’s Bounty, n.d.a). With so many options, it can be difficult for consumers to decide which selection would best meet their needs.

Sleep3’s primary differentiating factor is its new technology that allows each tablet to dissolve in three stages during sleep. At a 10 mg dosage per tablet, Sleep3 is a maximum strength aid that calms with L-theanine and a unique Nighttime Herbal Blend before shifting to help one fall asleep faster and stay asleep longer with its quick-release and time-release melatonin. This process helps its user “relax and get a good night’s sleep so [they] can wake up ready to take on the day” (So, 2019).

An additional highlight for Sleep3 is its absence of GMOs, artificial flavors and sweeteners, preservatives, sugar, starch, milk and lactose, soy, gluten, wheat, fish, and sodium, making the product suitable for a range of consumer choices, including vegetarian and vegan lifestyles (Nature's Bounty, n.d.b).

## Marketing Mix

TNBC's approach to product, price, promotion, and place (distribution) within its industry is traditional. Goods from the company and brand are available in drugstores, supermarkets, big box retailers, and wholesalers such as CVS, Kroger, Walmart, and Costco. The products from the Nature's Bounty brand are competitively priced and comparable to the offerings of rivals. Advertisements for the company run via a variety of media,

The image displays several Nature's Bounty advertisements. The top left ad promotes a 'buy 1 get 1 FREE with card' offer on products like Hair Skin Nails, Biotin, and Ester-C. The middle section features 'HUGE TWIN PACK SAVINGS' on Calcium and Co Q-10. The bottom left ad offers '50% off' on Osteo Bi-Flex. The bottom right ad highlights 'NEW Sleep3' with a 'with card Nature's Bounty Sleep3 Supplements 30 ct.' offer. On the right side, a vertical banner advertises 'NEW' beauty products: MoistureTreat, ClearComplexion, and GoodnightLovely, with a price of '16.99 with card'.

(Weekly Ads, n.d.)

including television, websites and search engines, magazines, store circulars, and other print sources. For owned media, NaturesBounty.com features new and popular products within a hero image, offers a sign-up link for the brand's newsletter, and houses a "Health Center" filled with recipes and lifestyle tips. Nature's Bounty also is present on Facebook, Instagram, Twitter, Pinterest, and YouTube, where—not accounting for any user overlap—the brand reaches approximately 591,000 consumers. Elements from the existing company marketing mix will be used in the campaign to engage customers with Sleep3, which currently has limited in-store and online availability.



## Competitive Landscape

The overarching catalysts for growth in the VMHS industry are disparate but intersecting factors: an aging population, increased consumer awareness for preventative healthcare, the rise of the self-directed consumer, channel proliferation, and a shift from ingredient-focused messaging to broader brand positioning. Furthermore, new private labels persist in pushing customers away from established VMHS brands, online shopping is ubiquitous, and temporary health crazes continue to come and go (Teichner & Lesko, 2013). Mergers and acquisitions also regularly shake up the industry; possession of majority ownership of TNBC already has changed twice in this decade (The Nature's Bounty Co., n.d.b). Lastly, ever-increasing regulation of the manufacturing, safety, and effectiveness of health products poses an additional but necessary obstacle.

These trends and others in the market have affected all the industry's players. While many of the challenges are external, some are created by the companies and brands themselves. For instance, the VMHS industry is notorious for its homogeneous landscape. When shopping for supplements, consumers have come to expect a wall of brown, yellow, and green bottles organized by ingredients (Teichner & Lesko, 2013).

This sameness in packaging has long extended into the actual product offerings, distribution, and marketing communications for the supplements. Olly, a newcomer and disruptor brand in the industry, has enjoyed early success due in part to its decision to break this mold with brightly colored packages and benefit-driven marketing (Caminiti, 2017). To remain competitive, though, brands will need more than “beauty” or “energy” in large lettering atop pops of color. In the sleep category, this means that brands must clearly identify why a customer should purchase their product that will help them “fall asleep faster and stay asleep longer so [they] can wake up feeling refreshed” over that of their rivals when the ingredients, dosages, promises, and packages are virtually indistinguishable.

### Competitors for Sleep3

In the sleep aid category, melatonin products have entered nearly 15% of American households (So, 2019). Therefore, consumers likely are aware of their options in a vast array of sleep support supplements. As the 5 mg melatonin product from Nature’s Bounty is the top selling melatonin unit, consumers may not need to be convinced to take melatonin from the brand. Instead, they must be persuaded to try Sleep3 over their existing Nature’s Bounty product and over one from a competitor with similar new benefits and reasons to believe. Rivals of Sleep3 are abundant and available in both the traditional vitamin and sleep aisles:



	BRAND	KEY FACTORS & DIFFERENTIATION	PRICE
<b>NATURAL SLEEP AIDS</b>	Nature Made	<ul style="list-style-type: none"> <li>#1 pharmacist recommended</li> <li>Nearly tied with TNBC for natural product recognition</li> <li>Melatonin products with L-theanine</li> <li>Currently rolling out new, modern logo/packaging</li> <li>USP Verified mark</li> </ul>	\$16.99 (70 ct.)
	Natrol	<ul style="list-style-type: none"> <li>Relatively young company: 39 years</li> <li>Innovator in formulating food into supplements</li> <li>Two-layer, time release melatonin product with B6</li> </ul>	\$11.79* (75 ct.)
	Olly	<ul style="list-style-type: none"> <li>Industry disruptor: four years old, growing exponentially</li> <li>Millennial, Gen Z target market</li> <li>Brand's best-selling product is "Sleep"</li> <li>"Sleep" contains L-theanine, herbal blend</li> <li>Well-known, trusted parent company: Unilever</li> </ul>	\$14.99 (50 ct.)
	VitaFusion	<ul style="list-style-type: none"> <li>Slightly higher price but more quantity for melatonin SKU</li> <li>Social responsibility emphasis on environment/fruit trees</li> <li>Gummy vitamin-focused brand</li> <li>Appeal to Millennial, Gen Z consumers</li> </ul>	\$13.99 (120 ct.)
	Alteril	<ul style="list-style-type: none"> <li>Private label sleep aid</li> <li>"Like 3 sleeping pills in one" messaging</li> <li>Well-known ingredient L-tryptophan + melatonin, valerian</li> <li>Inexpensive by comparison to rivals</li> <li>Available in Walmart, on Amazon, direct to consumer</li> </ul>	\$9.98* (120 ct.)
<b>DRUG-BASED SLEEP AIDS</b>	MidNite	<ul style="list-style-type: none"> <li>Brand exclusively for sleep</li> <li>Melatonin product with lemon, chamomile, lavender</li> <li>Owned by Mylan, company known for Geritol</li> </ul>	\$11.79* (30 ct.)
	ZzzQuil	<ul style="list-style-type: none"> <li>#1 selling sleep aid brand</li> <li>Pure Zzqs melatonin gummies with calming ashwagandha</li> <li>Liquid sleep support option</li> <li>Associated with heavily used NyQuil/DayQuil (for colds)</li> <li>Well-known, trusted parent company: Procter &amp; Gamble</li> </ul>	\$11.29* (24 ct.)

*Prices from CVS.com as of June 10, 2019.  
\* Price comparable to or better than Sleep3*

Each of these competitor brands offers melatonin-based products. This includes ZzzQuil which now sells Pure Zzqs melatonin gummies, tablets, and liquids with an herbal calming formula of the same identified ingredients as Sleep3, in addition to its well-known, sleep category-leading drug-based sleep aids. Brands such as Unisom, Spring Valley (Walmart), Up & Up (Target), Kirkland Signature (Costco), Finest Nutrition (Walgreen's), Kalms, REMFresh, and others also compete with Sleep3, though to a lesser degree. Amazon, with its own VMHS product line, also poses a threat to Sleep3 and Nature's Bounty.

## SWOT Analysis

As indicated in the key competitor examination, Sleep3 is not the first or only drug-free sleep aid to be formulated in multiple layers, contain botanicals for relaxation, feature a timed release of melatonin, or promise consumers that it will help them fall asleep faster and stay asleep longer. Subsequently, Sleep3's unique selling proposition is that it is the first sleep support supplement to deliver results via tri-layer technology. This should stand as a strength for Sleep3 and Nature's Bounty. However, many consumers may view it as a weakness and question the necessity of a third layer to achieve results delivered by existing maximum strength products packaged in one or two layers. Consumers also may interpret the enumerated benefit messaging as unnecessarily complex. Among other issues, low loyalty, perceived sameness in the VMHS industry status quo, and disruption pose threats to Sleep3's success as well (Teichner & Lesko, 2013).

*"Consumers also may interpret the enumerated benefit messaging as unnecessarily complex."*

To contend with this potential perfect storm of pitfalls, Nature's Bounty must make revisions related to the areas of its current weaknesses in support of touting the benefits of Sleep3. These disadvantages include, but are not limited to, inconsistency in branding and messaging, the existence of multiple melatonin products from the brand, and loyalty for the brand's beauty products that may deter trial of an out-of-preferred-category item. This one-year launch campaign for Sleep3 will prioritize the first among these faults and work to construct a cohesive brand narrative around the new product that catalyzes its sales and boosts the equity of Nature's Bounty accordingly. For the purposes of the campaign, the most appropriate mix of advantages and favorable circumstances for Nature's Bounty is comprised of its 50 years of expertly blending nature and science, increased demand for sleep support, and members of Generation X who occupy a conduit space between their Baby Boomer parents and Millennial children. The strength-opportunity relationships will be exploited to present Nature's Bounty as the most qualified provider of an innovative product that meets the universal personal need for restful sleep that many struggle to attain.

## SWOT Matrix

**Strengths** *Internal & Helpful*

- 50-year history, brand recognition
- Commitment to blending nature, science
- Loyalty for brand's beauty products (may inspire trial)
- Strong distribution relationships, particularly with CVS
- #1 melatonin product on the market
- Innovation novelty: new tri-layer, timed release tech
- Maximum strength sleep support
- Placement in the sleep aisle
- Suitable for vegetarians, vegans

**S**

**Weaknesses** *Internal & Harmful*

- Inconsistency in branding, messaging
- Multiple melatonin products from Nature's Bounty
- Less modern packaging
- Loyalty for brand's beauty products (may deter trial)
- Nearly indistinguishable ingredients, dosages, promises
- Weak differentiation or USP
- Dense messaging for Sleep3 product benefits

**W**

**Opportunities** *External & Helpful*

- VMHS market, supplement use growth
- Increased demand for sleep support products
- Multigenerational homes
- Aging population
- Gen X: least sleep, big spenders, appearance-driven, brand loyal
- Increased consumer awareness for preventative healthcare
- Self-directed consumers
- Mergers, acquisitions
- Competitors targeting young consumers
- Frequent travelers

**O**

**Threats** *External & Harmful*

- Increasing competition, disruption
- Low brand loyalty for VMHS
- Competitors' natural, non-pill options
- Perception of sleep aid danger
- Channel proliferation, online shopping
- Private label VMHS brands
- Shift from ingredient-focused messaging
- Increasing regulation
- Moody's credit rating downgrade

**T**

## MARKETING GOAL

Ensuring immediate and long-term success for Sleep3 as well as the competitive sustainability of the Nature's Bounty brand requires an ambitious marketing goal. At a cost of \$11.99 per 30-count product unit, approximately 667,223 to 834,029 Sleep3 purchases must be made to reach the business goal of \$8 to \$10 million in sales. This campaign seeks to meet and exceed this with a marketing goal to **achieve over \$10 million in sales of 835,000 units of Sleep3.**

## CAMPAIGN OBJECTIVES

Within the campaign year of July 1, 2019, and June 30, 2020, implementation of the marketing communications strategies herein will allow TNBC and the Nature's Bounty brand to

- reach 15.8 million unique consumers between the ages of 30 and 55 through digital advertisements of Sleep3 on ad-supported streaming platforms,
- achieve 246,000 unit sales of Sleep3 via in-store promotions directed to professionals aged 30 to 55 who are *aspiring* "health champions,"
- partner with large corporations to generate trial of 45,000 frequent business travelers through participation in wellness programs,
- attain 231,000 unit sales of Sleep3 initiated through region-specific traditional print media and completed via a dedicated campaign website, and
- generate trial of 173,000 customers via online paid media (non-streaming) targeted to consumers aged 30 – 55.

## TARGET MARKET IDENTIFICATION

To facilitate the achievement of a \$10 million sales goal for a national launch of its new product, Sleep3, Nature's Bounty must aim for a large market that will be receptive of testing an innovative, potent, natural sleep aid. Within this group, the company must target those who have the most need for an item such as Sleep3, coupled with the greatest inclination to try it.

### **Core Strategic Target**

Included in the core strategic target market for Sleep3 are American professional women and men between the ages of 30 and 55 ("workday warriors")—a group that encompasses overlapping segments of those with high reportage rates for regularly experiencing short sleep duration and poor or fair sleep quality, and a portion of the typical customer profile for TNBC (Centers for Disease Control and Prevention, 2014; National Sleep Foundation, 2014; So, 2019). This cross-section includes the oldest Millennials (Gen Y, 30-38), Generation X (Gen X, 39-54), and the youngest Baby Boomers (Boomers, ≈55). Seldom are these generations analyzed for their commonalities; however, these age groups have multiple mutual lifestyle desires and needs that are pertinent to targeting for Sleep3. Therefore, it is more important to consider shared mindsets and attitudes regarding health, supplements, and sleep than age differences within the target market.

### ***Approach to Wellness***

While Millennials are widely considered the "wellness generation" (Nermoe, 2018), "older consumers are more likely to think of health and wellness more broadly than younger consumers, likely reflecting the larger role it may play in their lives" as they begin to face more health issues with increasing age (The Hartman Group, 2017). Collectively, consumers across the campaign target market age range are highly interested in optimizing health and preventing or mitigating health conditions (Packaged Facts, 2014). They also recognize that "when one area of life is out of balance, it can cause a cascade of effects throughout their

life" (The Hartman Group, 2017). These consumers are not obsessed with health or fitness but do seek a wholesome harmony in their diet and lifestyle via quick, easy solutions; they profile as what the Natural Marketing Institute (NMI, 2019) refers to as "Food Actives," "Magic Bullets," or "Fence Sitters." Therefore, taking supplements is a part of their wellness routine to maintain life balance, with approximately half of each generation reporting that "they believe they can manage many of their health issues by taking vitamins, minerals and other supplements" (NMI, 2016). These issues differ across generations—*anxiety in Millennials, menopause for Gen X women, arthritis in Boomers, and other ailments.* Yet, single product remedies can provide relief across conditions and ages.



### **The State of Sleep**

Among the 30% of adults who have reported short sleep duration, Gen X and Millennials are nearly tied for the most represented generations at 39 and 38.3%, respectively (Centers for Disease Control and Prevention, 2014). Furthermore, 40 to 45% of women who have never been married or are members of unmarried couples and have three or more children report insufficient sleep (Chapman, Wheaton, Perry, Sturgis, Strine, & Croft, 2012). Considering that so many Millennials have delayed having children that the U.S. birth rate

has decreased and Boomers' children have become adults, these family factors will mostly apply to Gen X: the age group that reports the fewest hours of nightly sleep (Hoffower, 2019; Isaacson, 2015). Sleeplessness within Gen Y is attributed more to anxiety and stress whereas Boomers are contending with the everyday conditions of aging (Solis, 2019; Nagourney, 2012).

### ***Finances, Spending & Consumer Behavior***

While Boomers are the wealthiest generation with a reported "70% of U.S. disposable income" (Chiarello-Ebner, 2015; Packaged Facts, 2014), members of Gen X are the biggest spenders across all demographics (Swain-Wilson, 2018). Consequently, Gen X consumers have the highest debt, but they also are the most

***"Brands must prove the efficacy of their products; avoid gimmicky marketing; and emphasize benefits regarding convenience, immunity, and destressing."***

brand-loyal and most likely to shop online (Swain-Wilson, 2018). To secure the loyalty of members of this age demographic, brands must prove the efficacy of their products; avoid gimmicky marketing; and emphasize benefits regarding convenience, immunity, and destressing (Chiarello-Ebner,

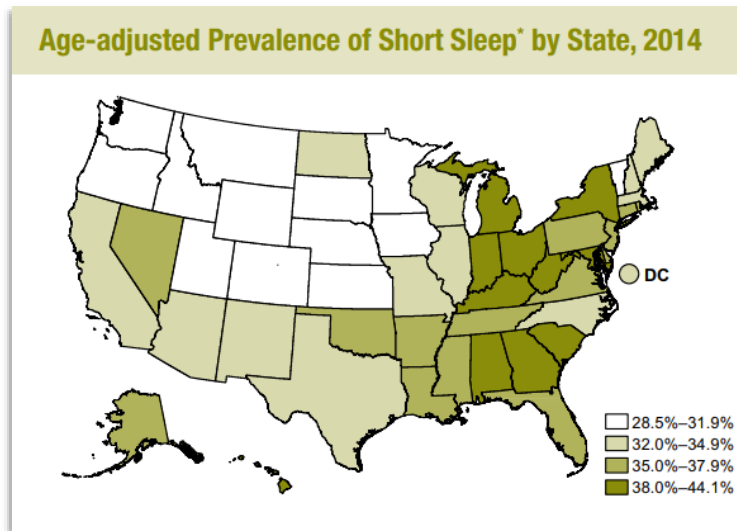
2015). Boomers and Gen Xers are willing to pay for health-improving results, particularly for products intended to maintain wellness or improve one's appearance, respectively; however, younger shoppers are "most willing to pay a premium for health attributes" (Packaged Facts, 2014; The Nielsen Company, 2015).

Now that more than 64 million Americans live in multigenerational homes, it is not uncommon for one household to include a Boomer, a Gen Xer, and a Millennial. (Cohn & Passel, 2018). This is largely due to financial woes that permeate the age spectrum in a post-Great Recession era. Homes with this range in generations are valuable marketing prospects as consumer habits, research practices, and brand engagement styles can easily merge in these families to the benefit of a specific company or product line. For example, all three generations in the target market are tech savvy and can be successfully reached via apps and social media; in fact, with some platforms like streaming video sites and Facebook, older audiences

are more readily accessed than younger consumers (Chiarello-Ebner, 2015; Westcott, Loucks, Srivastava, Ciampa, 2018; Perrin & Anderson, 2019). In the case of a Gen Xer in a multigenerational home, there may be influence from both sides (e.g., she may clip newspaper coupons and collect in-app promotional codes).

## Prime Prospect

Consumers within the core strategic target audience who present one of the most significant opportunities for growth for TNBC and Sleep3 are black, Gen X women residing in the southeastern and eastern regions of the United States—including but not limited to the states of Alabama, Georgia, South Carolina, Kentucky, Maryland, and New York—which are areas of peak prevalence for inadequate sleep (Centers for Disease Control and Prevention, 2014). Many of these women are mothers with college degrees and full-time

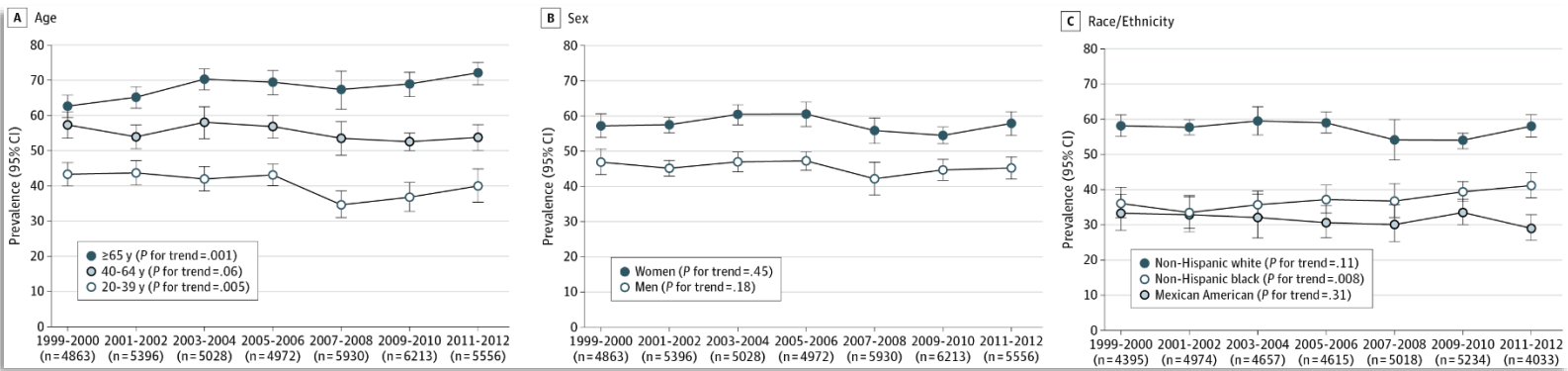


(Centers for Disease Control and Prevention, 2016)

employment that provides an income between \$30,000 and \$50,000. Among their interests are streaming television, online shopping, and the natural and organic product movement. Within NMI's Health & Wellness Consumer Segmentation, these consumers will fall near the middle as "Magic Bullets" or "Fence Sitters" who have a mid-range

commitment to a healthy lifestyle but are busy and need speedy solutions to fulfill their health champion aspirations (NMI, 2019).

This consumer group offers great potential because in addition to the factors outlined in the sections above, black consumers are the only group among documented frequent supplement users whose usage has



(Kantor, Rehm, Du, White, & Giovannucci, 2016)

trended upward for the majority of the last two decades (Kantor, Rehm, Du, White, & Giovannucci, 2016).

Employment in management and professional roles has grown by 26% among black consumers within the last 10 years as well, thereby increasing the likelihood for daily stressors and a need for supplement products (Research and Markets, 2017). Additionally, the online presence for Nature’s Bounty suggests that younger black women already are a target market; expanding to Gen X for sales growth is recommended.

Furthermore, spending by black consumers in health and beauty categories already has “contributed to a diversification of product offerings that appeal . . . to the general market,” and supplements have not been immune to this (The Nielsen Company, 2018). Pinpointing the southeast region of the United States also will allow Nature’s Bounty to target the largest population of financially successful black consumers (Harriot, 2018). Finally, women (of any demographic) are most likely to buy supplements, and older age groups are expected to outpace the growth rate of younger age groups and become the majority for a considerable portion of this century (Kantor, Rehm, Du, White, & Giovannucci, 2016; The Hartman Group, 2017). It follows that the sleep needs of middle-aged black women are specific enough to be “the source of near-term growth” within the campaign year and will stimulate sales among other demographic groups with similar needs (Wood, 2016).



### ***Buyer Persona Profile***

Meet Ruby Elle Jones, a 43-year-old civil engineering manager, who lives in an Atlanta suburb with Brian, her partner of more than two decades. After completing college, their oldest child, Bria, 23, returned to their home. Middle child, Arnell, 17, is headed out-of-state for college in the fall, and 15-year-old July maintains a packed schedule of basketball, band, and brain bowl practices and events. Ruby Elle's mother, Gemma, also resides with the family.

Simply, it's a full house—with no shortage of activity to keep the family occupied. However, most of the responsibilities rest with Ruby Elle, who loses almost two hours each day just to her commute. At work, she leads a division and oversees multiple concurrent construction projects. This requires a significant amount of travel within the city, state, and southeast region. When long days at the office and on the road began to inhibit her healthy eating and exercise habits, Ruby Elle turned to Google, Facebook, and YouTube to locate fast, simple recipes, meal planning strategies, and methods for adding more movement into her days. She even adopted a natural hair care regimen to save time but not money—the products are expensive!

Ruby Elle also has been taking supplements, including multivitamins and letter vitamins, and she believes these are the number one reason she still has enough energy to motivate her older daughter in the job hunt, help her son pack, and cheer her younger daughter on during late Friday night games. Her partner and mother do their best to alleviate Ruby Elle's stress, but Brian's schedule keeps him on the go, too, and Gemma's arthritis is beginning to limit her mobility.

When weekends roll around, Ruby Elle is relieved to take a few hours to stream shows such as *The Handmaid's Tale*, *The Mindy Project*, *Four Weddings*, *Ayesha's Home Kitchen*, *Living Single*, *Runaways* and *The Chi* while simultaneously scrolling through Amazon. Yet her viewing and surfing does not leave her relaxed, and she experiences just as many restless Saturday and Sunday nights as she does during the workweek. Ruby Elle is worried that her lifestyle, which bounces from hectic to sedentary with no true rest, is beginning to take a toll on her health and youthful appearance. However, she knows that with a couple small changes in her choices and more sleep, she can retake control of her life and thrive. To get there, she also knows she will need a little help. An optimist who's ever-ready to try new things, Ruby Elle is on the lookout for a safe and quick solution to take the first step.

## **Secondary Target**

Frequent travelers are a well-documented group of poor sleepers. Researchers have noted factors that contribute to this, including the "first night effect" (Hoffman, 2016), and coverage of the long-term harmful effects of regular travel abounds in esteemed publications ranging from the *Harvard Business Review* to *The New York Times* to the *Smithsonian*. Business trips, which numbered at more than 500 million in the U.S. in 2016, are especially noted for their damaging effect (Rundle, 2018). These travelers represent millions of Americans who are suffering from lack of sleep, jet lag, and the subsequent harms of those conditions that contribute to an overall poor lifestyle (La Gorce, 2017). Sleep3 is an ideal product to provide occasional sleep support to frequent business travelers, and these individuals will be addressed as a subgroup in the public relations (grassroots marketing) portion of the campaign.

## BRAND POSITIONING & PERSONALITY

The cornerstone of TNBC’s brand positioning is trust. In its communications to the media and the public, the company projects itself as “a global leader in health and wellness with more than 70 years of experience and success in the nutritional market” that is “committed to supporting consumers’ wellness needs through high quality products backed by science.” TNBC further asserts that its brands are “some of the most trusted in the world” (The Nature’s Bounty Co., 2019). In its pursuit of being perceived by consumers as credible and trustworthy, Nature’s Bounty has acquired the “Wise” brand archetype, which is acutely associated with success and strong equity (So, 2019; Walshe, 2012). This personality is valuable in attracting all members of the target market, but Gen Xers specifically want to see evidence of efficacy and results in products (Chiarello-Ebner, 2015). This positioning and appeal relies on the company’s decades of operations and confidence that “the proof is in the use.” Yet, Nature’s Bounty also would like to be viewed as a “King”—assertive, in control, and leading VMHS industry innovation. In many regards, though, competitor Nature Made currently occupies that space and younger brands are clawing for it.

<b>Current Brand Associations</b>
Beauty leader: Hair, skin, and nails vitamins
Melatonin product leader
Made with natural substances
Available only in stores
<b>Desired Brand Associations</b>
Total wellness champion
Leader in sleep supplement technology
Master of mixing science and nature
Available in stores and online

To distinguish itself from Nature Made as well as its more youthful rivals, Nature’s Bounty should initially refocus on the first four parts of the brand equity equation—awareness, recognition, trial, and preference—rather than the fifth, loyalty, which typically only develops after a consumer has had several positive experiences with a company

(Shopify, n.d.). This is especially important for launching a product like Sleep3. Nature’s Bounty must adopt a positioning that allows and encourages consumers to notice, recognize, and try something new for their

sleep needs. The company must expand the conversations around its brand and products and create more consistency in depicting the brand.

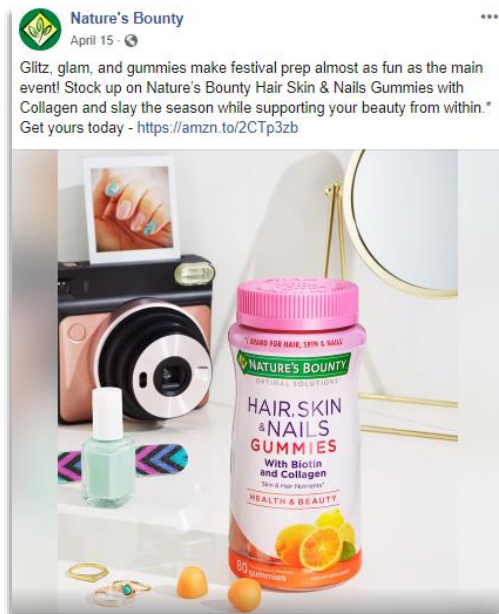
### Engage with Consumers

Much of the current online conversation around the term "Nature's Bounty" pertains to nature in the general sense or specifically to the brand's hair, skin, and nails supplements. The latter is a point in the column for equity, but Nature's Bounty receives little overall benefit because this is



(Alict, 2019)

representative of the fact that many consumers' knowledge of, trust in, and engagement with the brand may be limited to a single product among the company's 16,000. There is a small amount of chatter regarding melatonin products from Nature's Bounty, which serves as an entryway for positioning Sleep3. However, becoming top of mind beyond the beauty segment of supplements and emerging as a leader in sleep aids will require Nature's Bounty to steer the conversation with its owned media (e.g., website, blog,



(Nature's Bounty, 2019; Nature's Bounty, 2018)

social media) and advertising. Currently, the brand’s most recent Facebook post is two months old, and its most recent tweet is from September 2018. Both messages were related to beauty supplements—like most of those distributed by Nature’s Bounty before them—yet the most significant number of recent inquiries to the brand are about its products’ suitability for vegetarians and vegans. While Nature’s Bounty has responded to these questions, the brand’s typical digital silence, which extends across Instagram, YouTube, and Pinterest, does not engender positive consumer perception.



(Mollie Katie, 2019)

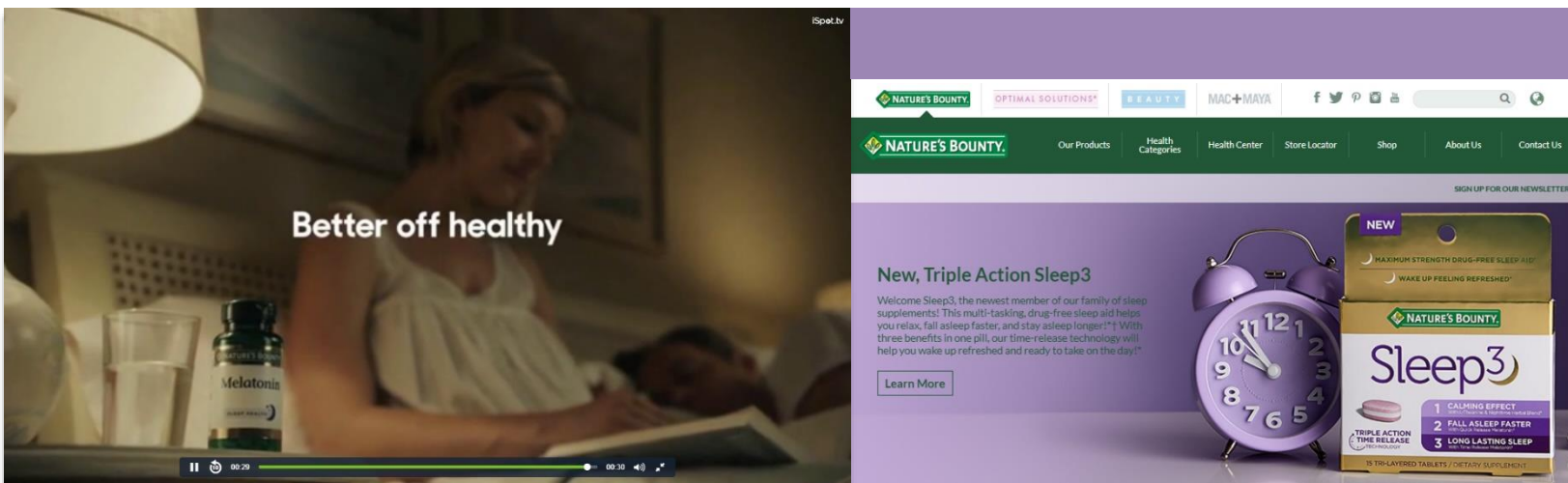
Now is the time for the brand to stimulate conversation about busy lifestyles, sleep, and Sleep3. There is an opportunity to build on the equity created by the success of the hair, skin, and nails supplements through tying restful sleep to beauty and vitality, particularly with Gen X. Most importantly, pushing this position in online content will help consumers

understand how Sleep3 fits into the Nature’s Bounty portfolio and how Nature’s Bounty and Sleep 3 should fit into their lives.

**Be Precise in Presentation**

A lack of consistency in the tone, style, and messages that Nature’s Bounty delivers to consumers prevents the brand from establishing a truly defined position in the market and minds of prospective customers. For example, while the brand’s website quietly mentions a “Be Your Healthy Best” tagline, its one active commercial pronounces that everyone is “Better Off Healthy,” reflecting a different creative strategy

(iSpot.tv, Inc., n.d.). Nature's Bounty does not differentiate itself as the brand that can improve consumers' health in either location nor does it present a unified message or attitude for consumers to digest and trust.



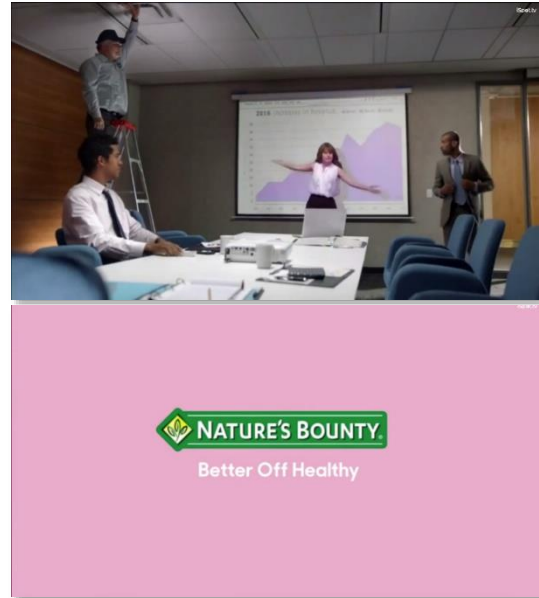
(iSpot.tv, Inc., n.d.; Nature's Bounty, n.d.)

However, it is important for a brand to make strong, declarative statements about its promises and benefits. These projections will paint the picture of what Nature's Bounty wants consumers to think of first when they encounter the brand and the latest product, Sleep3. For Nature Made, this is *quality* and *safety*, which is reemphasized in each of its advertisements when it boasts about its USP seal. Olly asserts that its supplements make customers "happy inside out" and projects that wellness can be *fun*. Vitafusion claims *ease* of use each time it proclaims its status as "America's #1 Gummy Vitamin Brand." Furthermore, these companies have distinctive styles and imagery such as Nature Made's "princess toast." Nature's Bounty must identify and routinely declare a clear position to launch Sleep3 and to differentiate the entire brand.



(iSpot.tv, Inc., n.d.)

Nature's Bounty also must convey a strong and specific brand personality. Though recent video ads from Nature's Bounty have hinged on humor, Albert So (2019), brand director for TNBC, has indicated that the brand does not envision itself as a "jokester." Instead, in addition to wishing to be perceived as wise and credible, Nature's Bounty desires to be viewed as a "friendly," "uplifting," and vibrant celebrator of health. The agency of record transition from Droga5 to VMLY&R may redirect Nature's Bounty from a humorous tone (The Nature's Bounty Co.,



(iSpot.tv, Inc., n.d.)


2015; Rittenhouse, 2019). Nevertheless, no matter the style or tone, the actual messaging must share benefits in plain language and offer history and experience secondarily as a reason to believe.

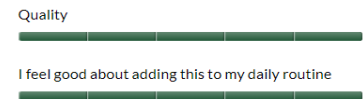
### **Strategic Drivers**


Sleep is one of the major category drivers of growth in the VMHS industry (So, 2019). Therefore, continued innovation in this arena is expected. Nature's Bounty must solidify the underpinnings of its strategy to separate Sleep3 from existing and soon-to-market melatonin products. These foundational ideas must be both benefit-driven and emotionally affective. Most importantly, they should assist in the development of brand character and personality aspects related especially to Sleep3. Among the key strategic drivers are customer need (more and better sleep), new technology (tri-layer, time release), and the brand purpose ("to help people live more bountiful lives").

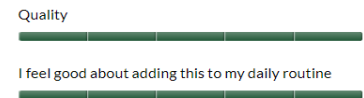
## Positioning & Equity for Sleep3

As a new product with limited current availability, Sleep3 has not had the opportunity to develop significant independent brand equity. However, early customers have provided feedback on its page within the Nature's Bounty website. While only two reviews have been posted, more than 40 people have indicated that the information was helpful to them. The comment perceived as more valuable was shared by a consumer who believes Sleep3 "works much better than melatonin alone."

 ★★★★★ Kathey · 12 days ago  
**Sleep 3**  
Finally a product that works!.....all night. Thank you.  
Received an incentive for this review No  
👉 Reasons for purchase: Product Form (ex. Tablet or Gummy)  
👍 Yes, I recommend this product.  
Helpful? **Yes - 9** **No - 0** **Report**



 ★★★★★ Batya · 2 months ago  
**Great night's sleep!**  
Works much better than melatonin alone. I always get a good night's sleep with these. I will buy again.  
Received an incentive for this review No  
👉 Reasons for purchase: Quality  
👍 Yes, I recommend this product.  
Helpful? **Yes - 33** **No - 10** **Report**



*(Batya, 2019)*

This campaign will capitalize on this notion of potency, positioning Sleep3 as the strongest and safest innovative blend of science and nature to rapidly deliver a full, restful night's sleep to professionals when they need it most to perform confidently at work. Sleep3 will project ownership of its unique technology, and high dosage that makes it superior to any single one of its ingredients. However, because the product's packaging highlights how it works and its ingredients thoroughly, campaign messaging will strive to be non-technical and straightforward. Finally, with the backing of its parent brand's experience and emphasis on wisdom, trust, and quality, the targeted consumers are expected to receive Sleep3 as a product that will get the job done, just like they do.

## **Brand Character for Sleep3**

To appeal to the campaign target market, Sleep3 and Nature's Bounty must speak to the common desires of "workday warriors" in each of the three represented age groups, with a special focus on Gen Xers. Ultimately, the character should represent the balance that the target market is seeking in their own lives. The brand personality should demonstrate a blend of expertise in the business of health, instructive friendliness, and ease.

### ***Desired Personality Characteristics***

**Effective:** It is imperative that Nature's Bounty be perceived as effective—or powerful and "in control" as is associated with the "King" archetype—so that, for new melatonin users, Sleep3 can overcome perceptions of danger that may be heightened by its high dosage and maximum strength claims (Walshe, 2012). Consumers actively seeking a product like Sleep3 likely will be familiar with melatonin as a widely understood and utilized natural sleep aid; therefore, their utmost concern will be if it works as promised. Nature's Bounty will need to distribute messages with key signal words and images to reassure consumers that Sleep3 "gets the job done" safely, efficiently, and "on time" to facilitate overall wellness and vitality.

**Engaging:** By not having a consistent, conversational presence in spaces where consumers are, Nature's Bounty is allowing competitors to create the perception that they are the only top drivers of progress in the VMHS industry and sleep category. Presenting a friendly but firm character that welcomes discussions of wellness will position Nature's Bounty as a straightforward leader that can direct consumers to the information and products they need (Walshe, 2012).

**Educational:** Societal uncertainty has affected each generation in the target market. Whether it was the reality of war, the tenuousness of integration, or the demoralization of recession, Boomers, Gen Xers, and Millennials all have had reason to worry in the present and about their futures. Nature’s Bounty can create a platform to teach consumers about what is certain: everyone needs good sleep. Presenting the brand as an educator is important for Sleep3 because the product’s result is not unique. The brand must project why the result *matters* and why customers should achieve it with Sleep3. The broader opportunity is to present Nature’s Bounty as an authority on sleep and its role in overall health and human performance.

**Effortless:** Convenience in a fast-paced world is no longer an optional offering for brands. Nature’s Bounty must present Sleep3 as the quickest and easiest solution for sleeplessness. There should be a demonstrated ease in taking the product, enjoying the rest it provides, and conquering the next day. The Nature’s Bounty personality should convince consumers that Sleep3 helps them have a more effortless approach to life, one that prevents them from having to try so hard to fight stress, muster energy, and stay awake.

## Brand Personality Profile

Nature’s Bounty is an accomplished student of health and wellness who believes in lifelong learning. Not only does she enjoy trying new things, she relishes in manifesting her creative ideas and encouraging friends to step out of their comfort zones to live full lives. While she loves to polish her outside appearance from head to toe, Nature’s Bounty knows taking care of her internal systems is the true key to beauty and vitality.

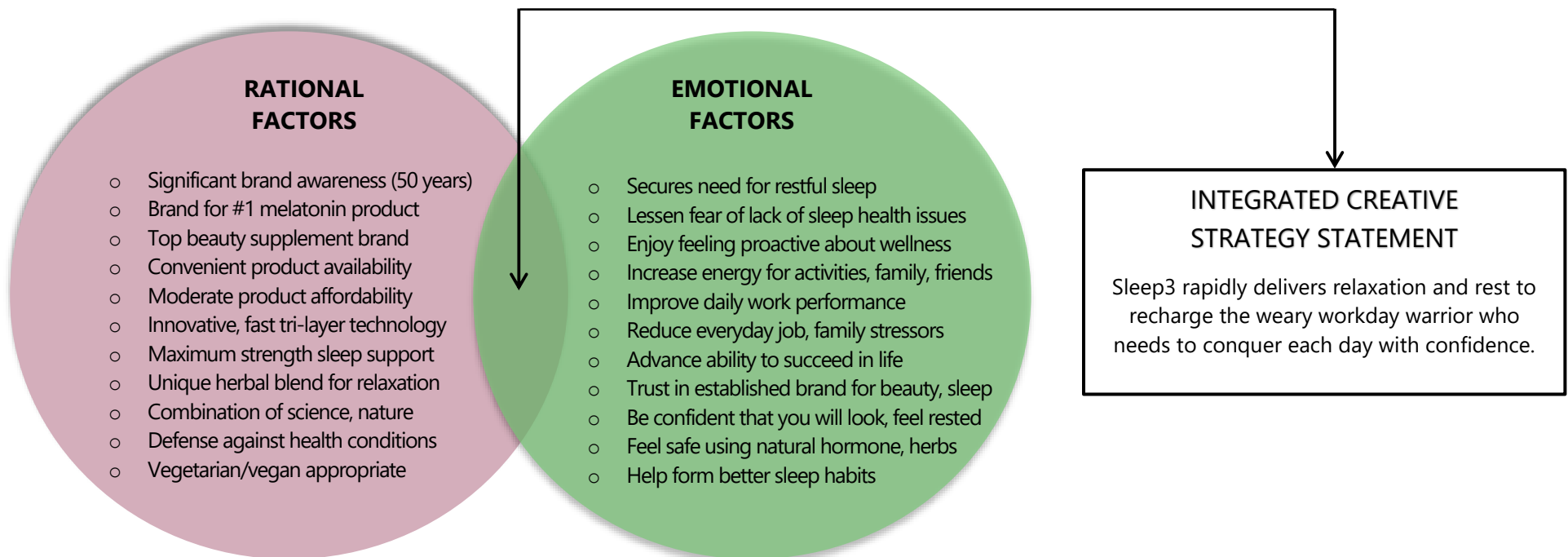


Nature’s Bounty is the clear, consistent, and steady core of her business and family. Her track record is one of effectiveness and success, and she joyfully leads the way to “what’s next” for those around her with a compass built from an appreciation for her personal history and a desire to thrive in the present each day.

## INTEGRATED COMMUNICATION STRATEGY STATEMENT (ICSS)

The creative strategy for launching Sleep3 is guided by the concept that the target market wants to know that this innovative, new product provides better rest as promised and that it contributes to overall wellness by reducing the risk of illnesses, improving sleep habits, and increasing energy as well as confidence. Combining the rational benefits about Nature's Bounty and Sleep3 with the emotional effects customers should experience leads to an integrated communication strategy statement that establishes Sleep3 as the professional's sleep support of choice.

**ICSS Summary:** The advertising will convince sleep-deprived American professional women and men between the ages of 30 and 55 that Sleep3 provides unmatched relaxation, rest, and recharging to ready them for the workday. The reason to believe is that Sleep3 is technologically advanced because of its three layers of L-theanine, herbs, and melatonin—a formula backed by 50 years of expertly balancing nature and science at Nature's Bounty. The Sleep3 character is effective (in control), engaging, educational, and effortless.



# CREATIVE BRIEF

**Date:** 07/03/19      **Client:** The Nature’s Bounty Co. | Nature’s Bounty

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## Why are we advertising?

To build awareness and stimulate sales of Sleep3 in a national product launch

## Whom are we talking to?

Professional Millennials (ages 30-38), Gen Xers (ages 39-54), and Baby Boomers (age ≈55)

**Prime Prospect** Black, Gen X professional women residing in the southeastern and eastern regions of the U.S. who have a mid-range commitment to a healthy lifestyle but are busy and need speedy solutions

## What do they currently think?

“Nature’s Bounty is basically just for hair, skin, and nails vitamins.” “There’s no way that I can get more sleep.” “I barely have enough energy to get through the day.” “Being tired is the norm; what can I do?”

## What would we like them to think?

Sleep3 will give me the necessary relaxation, rest, and renewal I need at night to be ready for the next day.

## What is the single most persuasive idea we can convey?

Sleep3 rapidly delivers relaxation and rest to recharge the weary workday warrior who needs to conquer each day with confidence.

## Why should they believe it?

Sleep3 is a maximum strength, all-natural, drug-free supplement with three layers of sleep support. Layer one ends restless nights early with relaxing L-theanine and a blend of chamomile, lavender, lemon balm, and valerian root. Layer two’s quick-release melatonin delivers sleep quickly, and layer three’s time-release melatonin makes sleep last longer. Produced by Nature’s Bounty, a trusted leader in wellness for nearly 50 years, Sleep3 balances science and nature to ensure restful nights.

## What is the tone?

Effective, engaging, educational, effortless | Knowledgeable, bright, witty, realistic | Caring, youthful

## Are there any creative guidelines or mandatory elements?

Use product image (includes benefits), Nature’s Bounty logo, tagline, product availability, website link

## Deliverables:

Campaign minisite	Campaign emails (≥ 3)	Hulu   :35 video ad, pause ad	Spotify   :30 audio ad, playlist banners
YouTube   1:00 video ad	Amazon   display ad, :30 video ad	Facebook   sponsored / organic/boosted posts, :30 video (2)	In-store display   digital (floor)/ traditional (hanging)
12 blog posts	Workshop curriculum	Free-standing inserts (2 designs)	Transit shelter ad   Bus interior card

## CAMPAIGN MEDIA BUDGET

The budget for the campaign, totaling \$3 million, will be allocated to fund paid media, sales promotion, public relations, and direct marketing media initiatives and procurements that support its objectives. Expenses will include digital advertising buys; placement of in-store displays; the development of curriculum for workshops and corresponding collateral materials; the creation of website, blog, social media, and news release content; the design, printing, and distribution of mailed inserts; and the placement of outdoor advertising. Additional production and execution fees will be covered separately.

### **Paid Media**

#### **Digital**

Advertising on streaming platforms stands as one of the most valuable strategies for presenting Sleep3 to a significant number of the campaign's target market consumers. Nearly 60% of Americans—more than

*“Nearly 60% of Americans—more than 197.4 million people—stream content”*

197.4 million people—stream content (Liesman, 2018). Most of these streamers are women and members of Gen X, followed closely by Millennials (Lab42, 2019). While Netflix dominates the market across demographics, it does not allow traditional

ads. Fortunately, the campaign's target audience is inclined to use Hulu, which has reported that 70% of its 82 million users are on its ad-supported plan that recently received a 50% decrease in price (Statista, 2019; Spangler, 2019; Newman, 2019).

Those who view serial programming and movies also stream music, with the greatest percentage of the audience displaying an affinity for Spotify, which has a new brand partnership with Hulu (Lab42, 2019). All paid Spotify Premium users now receive Hulu, with ads, for free (Newman, 2019). Both platforms offer a variety of ad products and customizable advertising plans with sensible minimum spend amounts. The

campaign will take advantage of this fact—as well as the decline of traditional television viewership and advertising (Spangler, 2019)—and invest 14% of the budget in streaming platform ads.

Additional funds for paid media will be dispersed for Amazon demand-side platform (DSP) and social media ads. Investing 7% of the budget in Amazon DSP ads will be especially valuable for Nature’s Bounty and Sleep3 as the brand is seeking to further increase awareness of its products’ availability on the online shopping giant. Approximately 12% of the budget will cover video ads as well as sponsored and boosted posts on YouTube and Facebook, the social media apps most used by U.S. adults and particularly by the campaign’s target market and prime prospects (Perrin & Anderson, 2019).

The final paid digital strategy, native advertising, which masks paid promotions within the style and format of a platform, will be used to reach the target market in content areas where they are increasingly seeking information (i.e., sleep, wellness, career strategy). This effort will be executed via a single-platform content sponsorship and will account for 3% of the budget.

**Out-of-Home**

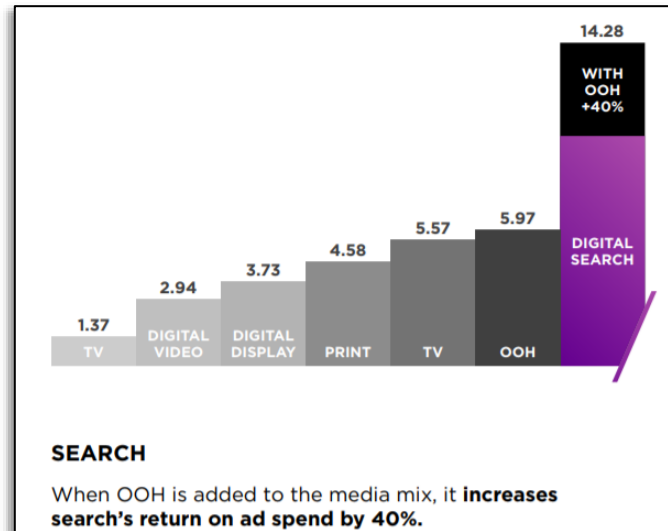
Rounding out the paid media spending at 10% will be out-of-home media, or outdoor advertising. Nielsen, as cited by McLellan (2018), has found that “outdoor advertising is the most effective nondigital medium for generating online activity.” This strategy is



*(OUTFRONT Media, 2018)*

expected to be successful in launching Sleep3 because, in many cases, out-of-home materials can reach captive audiences and offer constant exposure. Transit ads inside buses, trains, and shelters are particularly

useful as they demand attention, offer exclusivity, and deny viewers the full ability to ignore them (Kobliski, 2005). The execution also comes at a low cost for its reach when compared to digital formats and other traditional advertising, including other out-of-home placements like billboards. Furthermore, transit ads will be valuable in reaching large groups within the target market as well as members of the prime prospect



(OUTFRONT Media, 2018)

and secondary target cohorts. Specifically, those within the target market age range are using transit at a far greater rate than in the past, black populations have a higher rate of transit use, and 18% of those who report regularly taking transit have annual incomes ranging from \$30,000 to more than \$75,000 (Coogan, Spitz, Adler, McGuckin, Kuzmayak, & Karash, 2017; Anderson, 2016).

## Sales Promotion

An indispensable part of the traditional marketing mix, sales promotion is a necessity for the successful launch of a new product. Stimulating trial, neutralizing competitors, encouraging impulse buying—key aims of this strategy—will be essential in Sleep3’s first year (Bearden, Ingram, & LaForge, 2007). Sales promotions can “persuade skeptical buyers to make a purchase” and create loyal, long-term customers (Mack, n.d.). These are outcomes that Nature’s Bounty desires for Sleep3 which, as a part of the VMHS product spectrum, will most likely be purchased at physical retailers where “76% of all purchase decisions are made in-store, and 68% of all in-store purchases are impulse driven” (Shop Association, 2016). Point-of-purchase, or POP, retail displays capture consumers’ attention when they are in this “ready-to-buy” state, and once a customer

has taken notice of a display, they tend to buy (Waters, 2019). Therefore, 31% of the budget will be invested in POP displays as a part of the campaign.

## **Public Relations**

Sleep3 is an ideal product for corporate partnership opportunities. This public relations element of the campaign will allow Nature's Bounty to join forces with top companies to deliver sleep support information as a part of existing or new employee wellness programs. The number of these programs has been increasing in the U.S. for many years, and the "nearly \$8 billion industry [is] expected to grow at a clip of nearly 7.8% through 2021" (Moran, 2017; Aflac, 2017). Companies are vying to be at the forefront of workforce wellness so that they may attract and retain employees during the current economic upswing that has allowed applicants to act on their growing preference for nontraditional benefits (Aflac, 2018a; Aflac, 2018b). When businesses meet this demand, they are rewarded with increased job satisfaction and productivity among their workers (Aflac, 2018a).

This presents an opportunity for business-to-business collaboration with Nature's Bounty, which can hire a consultant to conduct workshops and distribute information on sleep and Sleep3 at the corporations. There also will be public website and co-branded private blog components (owned media) within the PR strategy, and the partnerships will be announced to the media. Though these efforts will have upfront costs—just 6% of the budget—they are expected to create ROI through small batch purchases from the companies as well as single-customer purchases from the employees shopping on their own time.

## **Direct Marketing**

The development and distribution of free-standing inserts (FSIs) will account for 17% of the budget. Despite society's turn toward digital, independent mailed product inserts and newspapers remain an effective means

of reaching approximately 170 million consumers, or an estimated 50 million households each week (The Nielsen Company, 2016; Bruce, 2015). Members of the target audience still are likely to purchase print papers, and particularly of note is the fact that 83% of Millennials among this group use FSIs (American Press Institute, 2017; Newspaper Association of America, 2016). In fact, according to the Newspaper Association of America (2016), members of Generation Y are “significantly more likely to use inserts to plan shopping trips, with 47 percent doing so, compared to 36 percent across the full age spectrum.” However, recall of insert ads is nearly equal across the target market (Newspaper Association of America, 2016). Because the audience is receptive and active, FSIs for Sleep3 that reach consumers who have the need for the product have a significant probability of success in generating initial trial.

### **Meeting the Marketing Goal**

The campaign’s marketing goal is to achieve over \$10 million in sales of 835,000 units of Sleep3. The strategies justified above are expected to meet and exceed this mark because they reach consumers where they already are and where they spend most of their time: on devices for streaming and searching, in stores, at workplaces, at kitchen tables or on sofas, and in modes of transportation. Careful targeting will allow information about the product to reach those most inclined to purchase it and will permit relatively low investments in digital strategies that are still projected to meet the identified sales goals.

The campaign’s marketing return on investment, or MROI, has been determined with a formula that subtracts the allocated budget (“cost of investment”) from the estimated financial gain and divides that total by the cost of the campaign investment:

$$\frac{\text{(Gain from Investment – Cost of Investment)}}{\text{Total Cost of the Investment}}$$

*(Burney, n.d.)*

Therefore, the MROI of implementing the campaign will be approximately \$2.34 per \$1.00 spent or 234% ( $\$10,011,650 - \$3,000,000 \div \$3,000,000 \approx \$2.34$ ). During the campaign year, this return will be reflected in sales and in an immediate generation of public awareness as well as a gradual cultivation of consumer affinity, trust, and loyalty—all of which are critical to the early success of the fresh and innovative Sleep3 before competitors can create more comparable supplements. These intangible factors will be measured with communications ROI and key performance indicator (KPI) calculations alongside the tracking of sales.

While the initial spend will be significant as Sleep3 is a new product, every dollar invested now will build the brand as an asset for the future of Nature’s Bounty (Gallo, 2017). This IMC program seeks to “not only [affect] sales and profits this year but also [to strengthen] brand equity and customer relationships over time” (Gallo, 2017). True success of the campaign will come with the acquisition of high customer lifetime value for a substantial number of new and existing customers. In achieving this, \$3 million spent now will serve as a foundation for profit maximization for years to come.

## Media Budget Allocation

Media Type	% of budget	Cost (\$)	Sales (Units)	ROI (\$)
<b>Paid Media Placements</b>	<b>46%</b>			
Ads for streaming TV (Hulu)	11%	\$315,000	100,000	\$2.81
Ads for streaming music (Spotify)	3%	\$100,000	40,000	\$3.80
Ads for online video (YouTube)	6%	\$170,000	42,000	\$1.96
Ads for Amazon platforms	7%	\$225,000	68,000	\$2.62
Boosted/sponsored Facebook posts	6%	\$185,000	40,000	\$1.59
Sponsored content (Thrive Global)	3%	\$100,000	23,000	\$1.76
Out-of-home transit ads	10%	\$302,000	81,000	\$2.21
<b>Sales Promotion Placements</b>	<b>31%</b>			
Retail displays (digital signage)	17%	\$504,000	123,000	\$1.93
Retail displays (traditional signage)	14%	\$428,000	123,000	\$2.44
<b>Public Relations</b>	<b>6%</b>			
Content development (curriculum)	3%	\$90,000	24,000	\$2.20
Collateral media (releases, minisite)	3%	\$78,000	21,000	\$2.23
<b>Direct Marketing</b>	<b>17%</b>			
Free-standing inserts	17%	\$503,000	150,000	\$2.58
<b>TOTAL</b>		<b>\$3,000,000</b>	<b>835,000</b>	<b>\$2.34</b>

Amounts are rounded.  
Production, creative development, and agency fees not included.

## MEDIA PLAN

### Media Objectives, Strategies & Tactics

#### *Objective 1*

Reach 3.4% of American women and men between the ages of 30 and 55 a minimum of three times during the 12-month period of July 1, 2019, to June 30, 2020.

**Strategy:** Employ subscription video and audio on demand service advertising on target market-preferred streaming platforms to drive interest in Sleep3 among 15.8 million unique consumers.

**Tactic:** *Place one primetime Custom Integrated Commercial (CIC, 35-second) and Pause Ads (PA) on Hulu to achieve significant reach among the target market.*

Hulu's CICs allow brands to merge their values and messages with those of the streaming platform in a custom advertising spot that feels like standard programming (Hulu, n.d.a). Recent

*"Two-thirds of consumers trust branded content more than traditional advertising"*

research from Time Inc. (now Meredith) has indicated that "two-thirds of consumers trust branded content more than traditional advertising"—a piece of this type of native advertising "earns 48 seconds of attention, which is more than the average TV commercial" (Young, 2018). Furthermore, native ads have high brand recall and "drive up to 3 percent conversion for campaigns with identified post consumption objectives" (Young, 2018).

Whereas CICs virtually blend into a viewer's content, Pause Ads permit the delivery of branded "contextually and situationally relevant messaging to consumers" through small graphics and text that appear during user-initiated breaks (Hulu, n.d.c). Using both ad types—video and static—will allow Nature's Bounty diversity in its presentation to mitigate viewer numbness to the brand. They will be valuable for the company

and the launch of Sleep3 because the brand should regularly showcase its position as an authority on wellness and sleep until it is unconsciously accepted by consumers.

- Schedule (CIC): Run bimonthly for the length of the campaign
- Schedule (PA): Up to 4.5 million impressions (M), July 1 – Sept. 30, 2019, and April 1 – June 30, 2020
- Cost: \$315,000 – \$35 per 1,000M, 9,000,000M total (Ad Age, 2015)

**Tactic:** *Place standard commute time ads on Spotify via an Audio Everywhere (AE) package and sponsor a Moods & Moments playlist (MMP).*

Central to the success of the campaign is reaching the target market with the right message at the right time in the right place (Reed College of Media, West Virginia University, 2019). Spotify's advertising options offer a unique and effective method for accomplishing this with audio, which often can reach consumers where video cannot. With a more than 200% return on ad spend (ROAS), Spotify ads are "25% more effective at driving incremental sales per 1,000 impressions" than video ads noted in established benchmarks from Nielsen; Spotify ads also "successfully convert non-brand, heavy-category buyers [and] retain loyal brand buyers" (Spotify, n.d.a). For the launch of Sleep3, Nature's Bounty will be able to target by psychographic in specific moments by matching the product's ad with users' playlists for sleep, slow songs/ballads, or relaxation (e.g., "Deep Sleep" or "Spotify's Top 20 Most-Streamed Tracks for Sleep, Globally on Spotify"). This will help the brand reach prospective customers who may have trouble getting to sleep and who actively seek support for that issue.

- Schedule: Bimonthly for the length of the campaign; 10 weeks from July 1 – Dec. 31, 2019
- Cost: \$100,000 – \$250 per 17,000M, 6,800,000M total (Pratskevich, 2018; Spotify, n.d.a)

**Strategy:** Utilize public transportation advertising on transit modes heavily used by the target market and prime prospect to build awareness of Sleep3 in the southeastern and eastern regions of the U.S.

**Tactic:** *Place shelter and urban panel ads along bus and rail transit routes in major cities.*

Highly visible and hard to ignore, transit ads centrally placed in cities will reach busy professionals who work in and reside near targeted southeastern and eastern U.S. cities. For a total of 32 weeks, 50 shelter ads and 50 urban panels will be placed along Metropolitan Atlanta Rapid Transit Authority (MARTA), Washington Metropolitan Area Transit Authority (Metro), RTA Rapid Transit, Metropolitan Transportation Authority (MTA), and Charlotte Area Transit System routes at \$400 and \$350 per ad, respectively, per 4-week period. Interior cards (2) will be placed on two buses on the most popular routes for each system.

■ Schedule: July 1 – Nov. 8, 2019; April 1 – June 30, 2020

■ Cost (Shelter Ads): 50 shelter ads, 32 weeks |  $\$400 \times 50 = \$20,000$  |  $\$20,000 \times 8 = \$160,000$

■ Cost (Urban Panels): 50 urban panels, 32 weeks |  $\$350 \times 50 = \$17,500$  |  $\$17,500 \times 8 = \$140,000$

■ Cost (Interior Cards): 10 interior cards, 32 weeks |  $\$25 \times 10 = \$250$  |  $\$250 \times 8 = \$2,000$

(Blue Line Media, n.d.)

## **Objective 2**

Increase online sales by 40%, with Sleep3 purchases by the target market accounting for a minimum of 20% of those sales, within the campaign year.

**Strategy:** Utilize demand-side and video-sharing platform ads to stimulate online Sleep3 purchases among the target market and prime prospect.

**Tactic:** *Place sponsored product, sponsored brand, and display ads on Amazon, its owned sites, and apps.*

While online sales account for only 5% of the revenue for Nature’s Bounty, the practice of making VMHS purchases digitally is spreading rapidly among consumers, particularly Gen Xers (So, 2019; Teichner & Lesko, 2013; Swain-Wilson, 2018). Therefore, it is wise for Nature’s Bounty to utilize Amazon ads for Sleep3 to facilitate purchases of the new product in the brand’s Amazon store or through search. An aggressive keyword strategy using the ingredients, sleep-related terms (e.g., “insomnia”), and potentially even competitors’ brand names will be implemented. The layout of the Nature’s Bounty Amazon store also will be edited to feature Sleep3 prominently.

■ Schedule: Served in relevant searches from July 1, 2019 – June 30, 2020

■ Cost: \$225,000, including placements and managed service minimum of \$35,000 (Amazon, n.d.)

**Tactic:** *Place in-stream video ads on YouTube content geared toward the target market and prime prospect.*

In addition to being one of the top two social media platforms used by the target market, YouTube, with 1.9 billion monthly users, is the second largest search engine after Google, and more than 65% of consumers use the site in making purchase decisions (Baird, 2019). However, brands only pay in exchange for consumer views after an individual watches an ad for 30 or more seconds or clicks a call-to-action within it (YouTube, n.d.). This keeps the ROI for this tactic high. Sleep3 ads on YouTube will be served in content intended for

*“YouTube, with 1.9 billion monthly users, is the second largest search engine after Google”*

audiences within the campaign’s desired market. Selected shows, channels, and categories will include Tia Mowry’s Quick Fix, Genius, Vogue, Lifestyle – Topic, and Howto & Style.

■ Schedule: Served in videos in relevant searches from July 1 – Sept. 30, 2019, and Jan. 1 – March 31, 2020

■ Cost: \$170,000 | \$1.00 CPV

**Strategy:** Utilize native advertising via exclusive blog content sponsorship on a reputable platform on sleep and wellness that reaches professionals.

**Tactic:** Publish 12 blog posts on Thrive Global, a recognized wellness platform established on sleep.

After collapsing due to exhaustion, Ariana Huffington began a crusade to change attitudes about sleep. Her movement has included the publication of a book, *Sleep Revolution*, and the founding of her popular well-being platform Thrive Global where sleep is a dedicated vertical. Huffington, previously known for her news blog The Huffington Post, now is a recognized leader in this health category. Collaborating with her will give Nature's Bounty and Sleep3 more visibility in the sleep wellness space. In the campaign, Nature's Bounty will partner with Thrive Global to publish blog posts on sleep and the importance of rest. Due to the platform's orientation to professionals and parents, its regular cross-posting to LinkedIn, and its inherent content shareability, Thrive Global will be integral to reaching the target market for Sleep3.

■ Schedule: One blog post published each month for the length of the campaign

■ Cost: \$100,000 sponsorship fee

### **Objective 3**

Reach 20% of the target market in the southeastern and eastern regions of the United States at least once during the first half of the campaign year and a minimum of twice in the second half of the campaign year.

**Strategy:** Acquire in-store, POP promotion placements in select retail locations to achieve 246,000 unit sales of Sleep3.

**Tactic:** *Place interactive displays and traditional hanging signage in high-traffic CVS Pharmacy locations in major cities to draw interest and stimulate trial among the target audience.*

CVS Pharmacy redesigned its stores to more “health-focused formats” in 2017 to accommodate consumers’ “proactive approach to staying well” (CVS Health, 2017). The changes included a thematic layout to simplify shopping; improved in-store digital convenience; category-based discovery zones that guide customers with educational signage; and an expanded offering of vitamins and supplements in specialized areas organized by emerging wellness areas such as connected health, sleep, mood, and immunity (CVS Health, 2017). Considering this reformatting and Nature’s Bounty positioning as the first VMHS brand to meet CVS’ new third-party testing standards, the retailer is the ideal partner for innovative POP displays to attract customers to Sleep3 (CVS Health, 2017; So, 2019). To appeal to health and wellness shoppers, president and founder of Retail Insights, Jay Jacobowitz, advises that stores should be fresh, uplifting, and inspiring while offering spaces for customers to linger and rest as well as to study products (Chiarello-Ebner, 2015). Nature’s Bounty and CVS Pharmacy can partner to create this environment around Sleep3 to mutual benefit. Displays will be installed within the fall and spring months when good sleep can become more difficult for many to attain due to changes in the seasons and daylight saving time (National Sleep Foundation, n.d.).

■ Schedule: Installed Nov. 4, 2019 – April 30, 2020

■ Cost: \$932,000 | \$7,456 per store placement in 125 locations

**Strategy:** Utilize regional direct marketing and targeted mailing lists to reach prime prospect audience.

**Tactic:** *Distribute FSIs to target market member households in major cities and their suburbs via USPS Every Door Direct Mail.*

The campaign's FSIs will be distributed to 25,000 homes in 10 states, focusing on locations where the age demographic matches the target market by a minimum of 35% and the household income is above \$50,000. FSIs will be sent for 20 weeks of the campaign year, with increased frequency in the fall, winter, and early spring months.

■ Schedule: Monthly for the length of the campaign; bimonthly from Nov. 1, 2019 – April 10, 2020

■ Cost: \$503,000 | \$0.25 per mailing record, \$1.00 to print each insert, \$0.75 to distribute each insert

(Bruce, 2017)

#### **Objective 4**

Increase positive social media brand sentiment by a minimum of 50% within the campaign year.

**Strategy:** Partner with corporations to distribute educational content on sleep and wellness thereby generating trial of Sleep3 and positive word of mouth among the target market.

**Tactic:** *Collaborate with regionally-based companies, including Bank of America, Delta, The Coca-Cola Company, Sanderson Farms, Publix, and FedEx, to deliver segments on sleep for employee wellness programs.*

Public relations is a practice designed to cultivate strong connections with stakeholders at the grassroots level. These bonds, whether direct or indirect, are a foundation for earning equity. Nature's Bounty needs to drive the development of unique, personal relationships with its brand. Meeting the campaign's secondary target where they are—at work—is a solid method for success in this aim. By participating in company wellness programs, Nature's Bounty can present itself as the authority on healthy sleep habits that offers a product, Sleep3, to ensure the safe development of them. The company should plan to host a segment at 12 companies, spending a portion of one week at each, over the course of the campaign year.

- Schedule: One half-day workshop per month

- Cost: \$7,500 per company

**Tactic:** *Utilize news releases to generate awareness of Sleep3, Nature's Bounty corporate wellness partnerships, and the brand's position as a leader in sleep and wellness.*

News releases will be essential to bringing awareness to and increasing sales of Sleep3. They will be distributed at key times during the campaign year to formally announce the product, corporate partnerships, and participation in Sleep Awareness Week in March 2020. While the brand should ensure wide circulation to reach as many consumers as possible, certain publications and writers (e.g., Benedict Carey, Nicholas Bakalar, Carolyn Y. Johnson) should be targeted to seek mentions of Nature's Bounty and Sleep3 in fact-based, reported pieces on wellness and sleep. The *Chicago Tribune*, which publishes advertorials, is one contact option for paid coverage.

- Schedule: Quarterly announcements of the product and partnerships

- Cost: \$40,000

**Tactic:** *Develop and publish a sleep wellness and Sleep3-focused minisite to offer content and coupons.*

Throughout the campaign, consumers will need a digital location where they can receive more information about Sleep3. A minisite will provide space for Nature's Bounty to promote Sleep3 and sleep-based wellness exclusively in a more interactive format than a single landing page. This tactic will make it easier for the brand to embrace the sleep trend and to develop its creative angle for Sleep3 within the campaign.

- Schedule: Live for the length of the campaign

- Cost: \$38,000

**Tactic:** *Share Facebook organic, boosted, and sponsored posts to educate consumers, to solicit questions and reviews from them, and to drive sales.*

A campaign social media content schedule will be developed so that educational content about Sleep3 and wellness may be shared with regularity from Nature's Bounty via organic posts on Facebook. The content will be a mix of text and images, images-only, and short video posts. Some will be boosted to expand their reach. In addition to standard photo and carousel formats, some sponsored posts will promote the product via lengthier commercial-style and native ad style videos. The video content is expected to achieve the highest engagement and ROI, as more than 3/5 of consumers who watch a branded video on Facebook then visit the company's website (Arnold, 2018).



*"More than 3/5 of consumers who watch a branded video on Facebook then visit the company's website"*

- Schedule: Two standard posts per week, two boosted posts and one sponsored post per month
- Cost: \$185,000 | \$3.17 average cost per click (CPC), 58,360 anticipated click-throughs (CTR) (Kim, 2018)

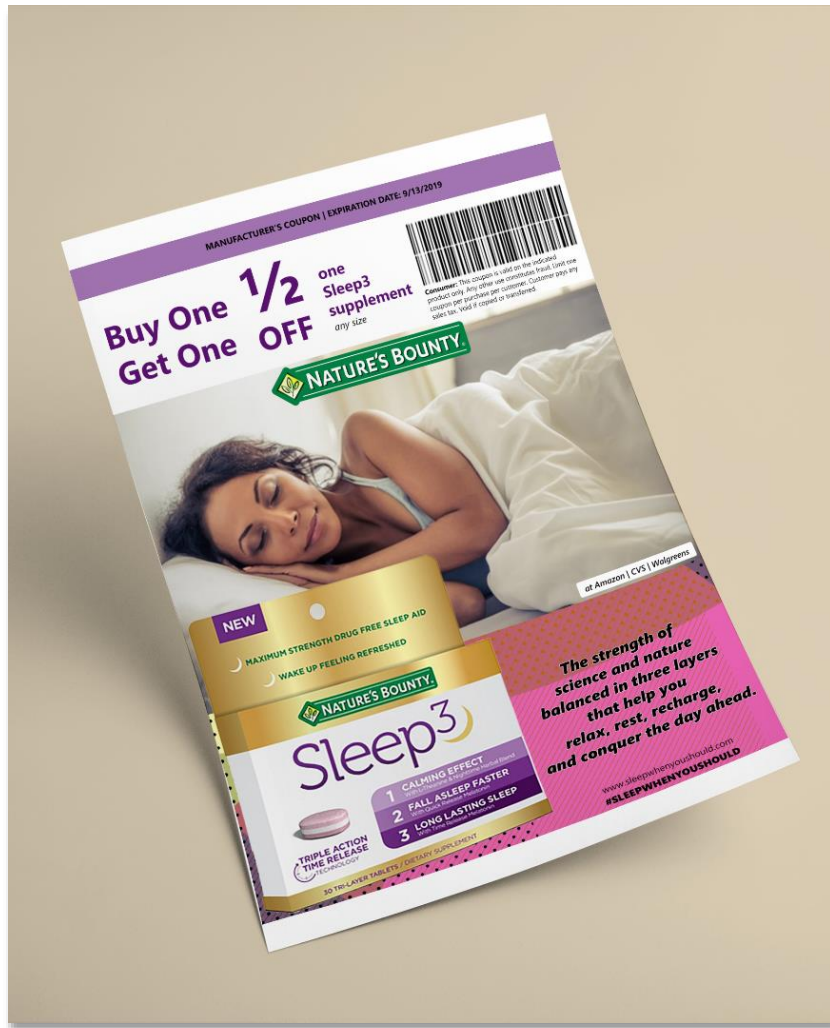
## Media Tactical Cost Chart

Paid Media Placements	Cost Breakdown
Ads for streaming TV (Hulu)	<b>\$315,000</b> \$35 per 1,000M, 9,000,000M total
Ads for streaming music (Spotify)	<b>\$100,000</b> \$250 per 17,000M, 6,800,000M total
Ads for online video (YouTube)	<b>\$170,000</b> \$1.00 CPV
Ads for Amazon platforms	<b>\$225,000</b> Including placements and managed service minimum of \$35,000
Boosted/sponsored Facebook posts	<b>\$185,000</b> \$3.17 average cost per click (CPC), 58,360 anticipated click-throughs
Sponsored content (Thrive Global)	<b>\$100,000</b> Sponsorship fee
Out-of-home transit ads	<b>\$160,000</b> Shelter Ads: 50 shelter ads, 32 weeks   \$400 x 50 = \$20,000   \$20,000 x 8
	<b>\$140,000</b> Urban Panels: 50 urban panels, 32 weeks   \$350 x 50 = \$17,500   \$17,500 x 8
	<b>\$2,000</b> Interior Cards: 10 interior cards, 32 weeks   \$25 x 10 = \$250   \$250 x 8
Sales Promotion Placements	
Retail displays	<b>\$932,000</b> \$7,456 per store placement in 125 locations
Public Relations	
Content development (curriculum)	<b>\$90,000</b> \$7,500 per company, 12 total
Collateral media (releases, minisite)	<b>\$40,000</b> Crafting of news releases
	<b>\$38,000</b> Minisite development
Direct Marketing	
Free-standing inserts	<b>\$503,000</b> \$0.25 per mailing record, \$1.00 to print each insert, \$0.75 to distribute each insert



# CREATIVE EXECUTIONS

## Free-standing Insert (FSI) – Direct Marketing



for distribution during the second half of the campaign year

Transit Ad – Paid Media (Out-of-Home)



**NATURE'S BOUNTY**

**NEW**

MAXIMUM STRENGTH DRUG-FREE SLEEP AID\*  
WAKE UP FEELING REFRESHED\*

**NATURE'S BOUNTY**

**Sleep3**

TRIPLE ACTION TIME RELEASE TECHNOLOGY


- 1 CALMING EFFECT  
With L-Theanine & Magnesium Natural Sleep\*
- 2 FALL ASLEEP FASTER  
With Quick Release Melatonin\*
- 3 LONG LASTING SLEEP  
With Triple Release Melatonin\*

30 TRI-LAYERED TABLETS / DIETARY SUPPLEMENT

*The strength of science and nature balanced in three layers that help you relax, rest, recharge, and conquer the day ahead.*

**#SLEEPWHENYOU SHOULD**


# Facebook Ads – Paid Media (Digital)



**Nature's Bounty**  
Sponsored

Like Page

Can't stay awake during the workday? Try Sleep3 to sleep when you should & conquer the day.



available to store  
Sleep3 sizes

**Try Sleep3 today!**  
at Amazon | CVS | Walgreens

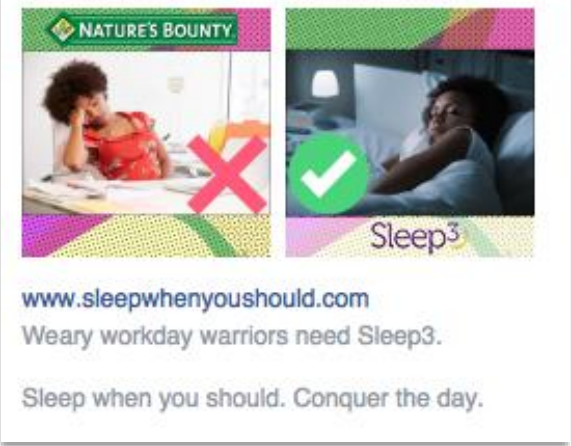
#SLEEPWHENYOU SHOULD

Shop Now

913 1.1K Comments 87 Shares

Like Comment Share

## Right-hand sidebar ad | Carousel ad images



**NATURE'S BOUNTY**

**Sleep3**

[www.sleepwhenyoushould.com](http://www.sleepwhenyoushould.com)  
Weary workday warriors need Sleep3.  
Sleep when you should. Conquer the day.



**NATURE'S BOUNTY**

**Sleep3**

**SLEEP WHEN YOU SHOULD.**

The strength of science and nature balanced in three layers that help you relax, rest, recharge, and conquer the day ahead.

## YouTube Ad Script – Paid Media (Digital)

Nature's Bounty | Sleep3 07/03/19

1:00 Video

"Workday Warrior"

VIDEO [:00 - :06]:

SFX                SOUNDS OF PHONE RINGING, PAPER SHUFFLING, COPIER PRINTING. FADE UNDER.  
OPENS ON LS BUSY WORKPLACE. CUT TO MS WOMAN [LEAD] PRESENTING TO ROOM OF EXECUTIVES.

AUDIO [:02 - :06]:

NARRATOR (VO):            You spend one third of your day at work. . .

VIDEO [:06 - :09]:

CUT TO MS LEAD WALKING INTO OFFICE, CRASHING ONTO HER CHAIR WITH LOOK OF EXHAUSTION,  
KNOCKING PAPERS ONTO THE FLOOR.

AUDIO [:07 - :09]:

NARRATOR (VO):            . . . doing all you can to stay on top of your game.

VIDEO [:09 - :14]:

SFX                SOUNDS OF HORNS HONKING, TRAFFIC. FADE UNDER.

CUT TO MS LEAD DRIVING LARGE SUV WITH TWO CHILDREN IN SPORTS UNIFORMS IN BACKSEAT.

AUDIO [:10 - :14]:

NARRATOR (VO):            You spend one third of your day taking care of your family. . .

VIDEO [:14 - :18]:

CUT TO MS LEAD OPENING HOUSE DOOR, CHILDREN RUNNING PAST HER.

AUDIO [:15 - :18]:

NARRATOR (VO): . . . making sure that everyone has what they need.

VIDEO [:18 - :21]:

FADE TO CU LEAD LYING IN BED, WITH DEVICE GLOW ON HER FACE.

VIDEO [:20 - :21]:

FADE TO LS LEAD SITTING IN BED WIDE AWAKE.

AUDIO [:20 - :23]:

NARRATOR (VO): . . . so much so that maybe you've forgotten

VIDEO [:23 - :26]:

CUT TO MS WOMAN (NARRATOR) SITTING ON FOOT OF BED

AUDIO [:26 - :29]:

NARRATOR (VO): . . . just how much *sleep you* need. [Pause] Don't spend a third of your day rewinding the hours, trying to figure out how to power through it all.

VIDEO [:29 - :31]:

CUT TO CU LEAD TAKING SLEEP3

AUDIO [:30 - :48]:

NARRATOR (VO): Try Sleep3, the strongest support for a restful night from Nature's Bounty. It innovatively blends science and nature in three layers of L-theanine, a unique Nighttime Herbal Blend, and melatonin to help you relax, rest, and recharge. Take Sleep3 and sleep when you should.

VIDEO [:49 - :52]:

CUT TO LS WOMAN STRUTTING INTO WORK

AUDIO [:51 - :54]:

NARRATOR (VO): Then conquer the day.

VIDEO [:54 - :56]

CUT TO INTERTITLE 1

VIDEO [:56 - 1:00]

CUT TO INTERTITLE 2



# Spotify Audio Everywhere Display Ad – Paid Media (Digital)

Advertisement

NATURE'S BOUNTY

**SLEEP WHEN YOU SHOULD.**

NEW

Sleep3

LEARN MORE

0:06 0:25

The large tablet view shows the ad with a woman in a black leather jacket looking down. Below her is a product shot of Sleep3 capsules. The ad includes a 'LEARN MORE' button and a progress bar at the bottom.

Discover Weekly

MADE FOR LAGI84

Your weekly mixtape of fresh music. Enjoy new discoveries and deep cuts chosen just for you. Updated every Monday, to save your favorites.

Made for lagI84 by spotify · 30 songs, 2 to 8 min

TITLE	ARTIST
+ Standing in the Door	Justin Dean Thomas
+ Your Love	Middle Kids
+ Pretend	Howlowl
+ In Dreams	tonemitsu
+ Twice	Feed Me Jack
+ Easy	WHY?
+ Mother's Wedding	Howard
+ Turncoat	NE-HI
+ Glorious Warrior	Electric Guest
+ Nimbin	Maggie Of
+ Matters	Twinklsh
+ Come On	Michael Postaker

Coco Cola  
Learn More

The smaller device views show the ad on a laptop, tablet, and smartphone. The laptop view shows the Spotify interface with the 'Discover Weekly' playlist and a list of songs. The tablet and smartphone views show the ad with the woman and product shot, and a 'LEARN MORE' button.

## Spotify Audio Everywhere Ad Script

Nature's Bounty | Sleep3 07/03/19

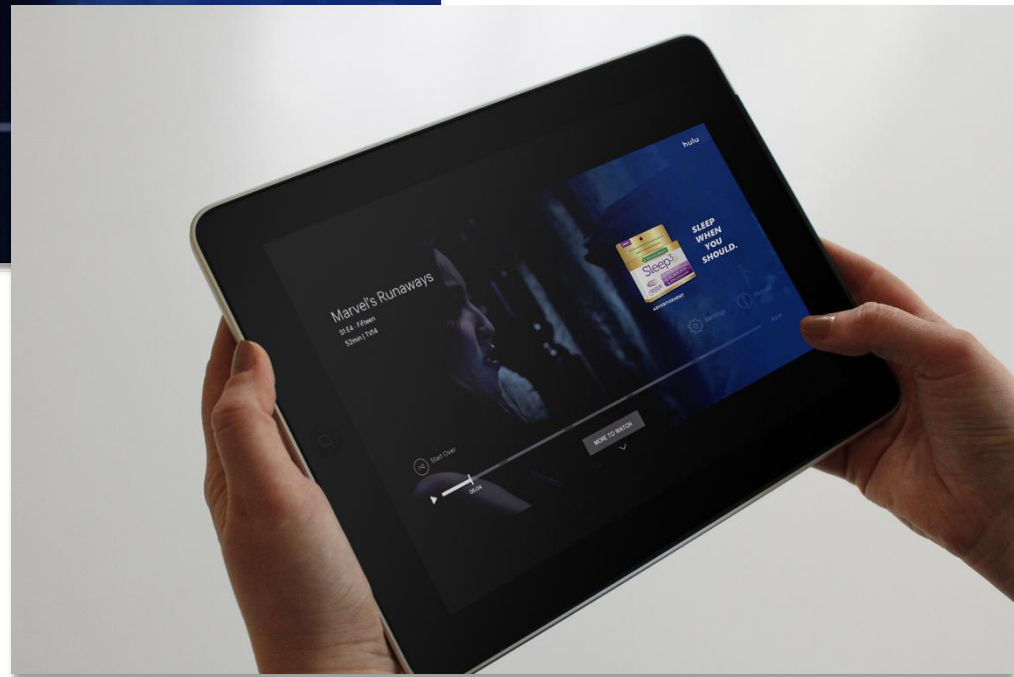
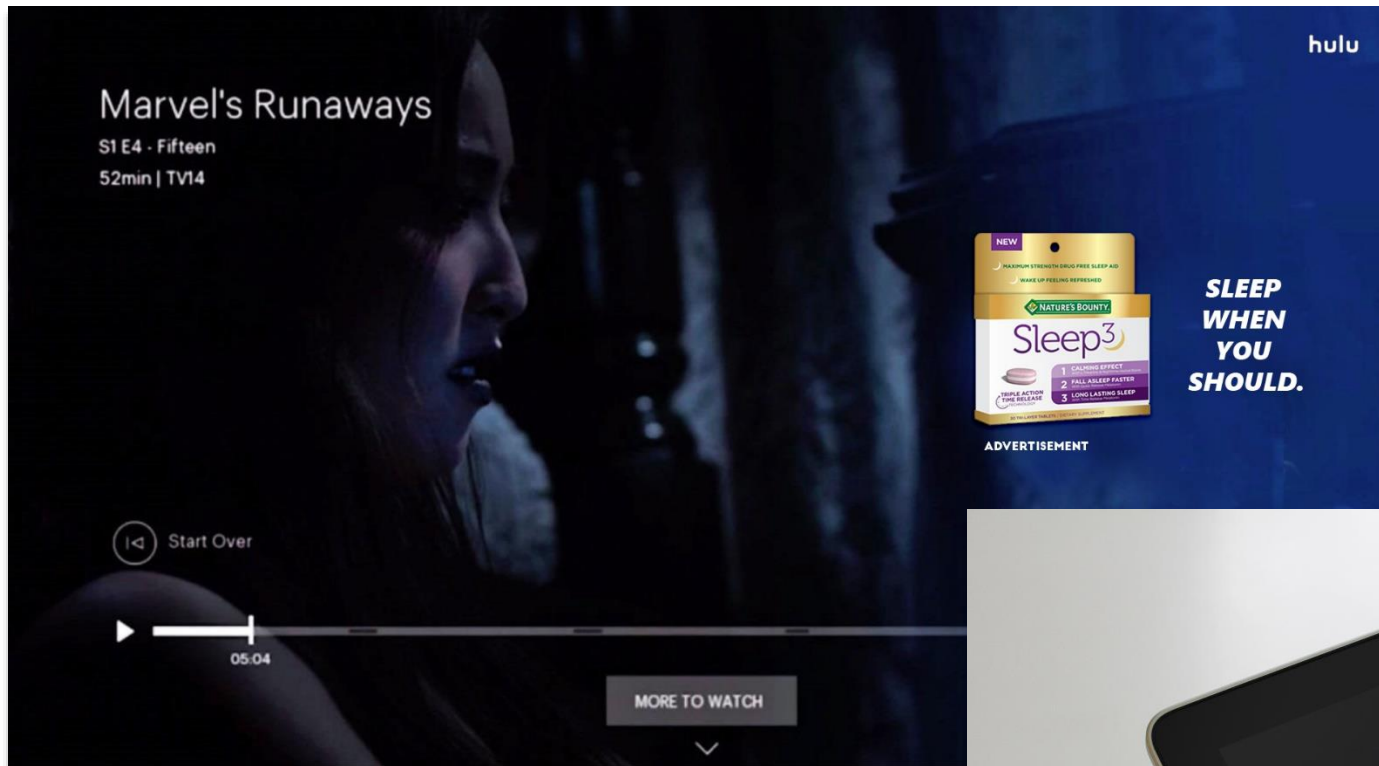
:30 Audio

"Awake"

AUDIO [:00 - :30]:

NARRATOR: Hello? Hi! Are you awake? I mean, really *awake*. Maybe you didn't sleep so well last night. And maybe your long day at work is going to feel much longer because of that. It's okay. We can fix this—with Sleep3, the first and only maximum strength, tri-layer, drug-free sleep aid that helps you relax, rest, and recharge, new from Nature's Bounty. Stop by CVS later today to pick up Sleep3 so you can sleep when you should tonight and conquer the day . . . tomorrow.

## Hulu Pause Ad – Paid Media (Digital)



## Wellness Workshop Curriculum Outline – Public Relations

# THE NATURE'S BOUNTY co.

presents

## SLEEP WHEN YOU SHOULD: THE REST OF WELLNESS

the workday warrior's path to a good night's sleep



### **Purpose & Goal**

Sleep When You Should: The Rest of Wellness is a voluntary employee health workshop designed to improve sleep habits and reduce the stress of corporate staffers to improve their well-being and work productivity. All employees are eligible to participate. The workshop intends to encourage employees to engage in healthier behaviors to increase the amount and quality of rest they receive each night. It also will provide a supportive environment in which employees can learn about and implement positive sleep-related lifestyle changes that will boost their job performance.

### **Instructors**

All workshop instructors will be certified health educators and sleep specialists whose credentials (i.e., degrees and training certificates) have been reviewed and accepted by Nature's Bounty and the wellness committee of the participating corporation.

### **Content**

Activities included in the Sleep When You Should: The Rest of Wellness workshop will be categorized as awareness, engagement, and advocacy. While all these activities will originate in the workshop, the timelines for many of them will extend beyond the single segment. The following is a sample list that can be amended for each organization depending upon the quarter or month of its workshop:

#### *Awareness*

- Sleep wellness information on digital message boards
- Coverage of the workshop in employee newsletters
- Company-wide sleep education announcements
- Sleep Awareness Week (March 2 – 9, 2020)

#### *Engagement*

- Pre-/post-workshop sleep surveys
- Sleep3 regimen for occasional sleeplessness \*
- Sleep analysis (via health/fitness wearables, app)
- National Sleep Foundation Bedtime Calculator
- Submissions for *Thrive Global* as well as the Nature's Bounty blog, social media

- Class: Jettison Jet Lag
- Class: Drop the Devices
- Class: Meditation & Natural Medication
- Referrals to Employee Assistance Programs

#### *Advocacy*

- Conversations on the benefits of optimal sleep with family, friends
- Sharing personal sleep accounts online with the hashtag #SleepWhenYouShould
- Distribution of employee sleep story posters

#### **Cost**

Each company will be required to submit a single payment of \$7,500, which will cover the consultant fee, supplies and equipment (e.g., units of Sleep3 and wholesale wearables), and awards.

#### **Schedule**

The workshop is four hours, including a lunch period and two 20-minute breaks.

#### **Evaluation**

Methods for evaluating the workshop will include:

- A focus group in the quarter following the workshop
- Anonymous analysis reports of employees' sleep habits before and after the workshop
- Optional session evaluation forms

\* Employees who elect to adopt the Sleep3 regimen must complete a participation and consent form, which will be distributed and collected by the company's wellness coordinator or designated representative. Each employee who participates in the Sleep3 regimen will receive a complimentary package of Sleep3. Additional packages should be purchased using provided promotional codes on [sleepwhenyoushould.com](http://sleepwhenyoushould.com) or on the Nature's Bounty Amazon store.

## INTERNAL COMMUNICATIONS PLAN

### Associates

It is often said that employees are a company's most valuable asset. With its associates numbering in the thousands, this is certainly true for TNBC. Internal communications relevant to this campaign will seek to engage the staff, cultivating brand and product ambassadors for Sleep3 within Nature's Bounty. However, these communications efforts also will serve as an opportunity to rehearse and test the efficacy of the external strategies directed toward employees of corporate partners. Like those in the campaign's secondary audience, TNBC associates will participate in a pair of wellness program segments on sleep and Sleep3 before the formal start of the campaign. They will be surveyed at the beginning and end of their involvement to determine how the initiative changed their attitudes about the importance of sleep in overall wellness and how much of a role they envision Sleep3 playing in their lives and in the lives of their customers. Throughout the campaign year, associates will be encouraged to submit their humorous stories of how *not* sleeping when they should has affected their professional or personal lives. During Sleep Awareness Week in March 2020, select associates will have the opportunity to share their accounts on Nature's Bounty social media platforms and in the month's Thrive Global blog post. Associates also will receive internal emails of news releases and ads on the days they are shared with the public. By regularly engaging these internal TNBC stakeholders in the activities they can experience like consumers, these internal communications efforts will strengthen the associates' ability to relate with their customers.

### *Pre-Campaign Associates Communications, Abbreviated Schedule*

<b>Quarter</b>	<b>Communications Activities</b>
<b>1</b>	Workshop 1; Sleep Awareness Week submissions
<b>2</b>	Workshop 2
<b>3</b>	External campaign begins; first release distributed
<b>4</b>	POP display experience before public placements

## **Leadership Team**

The success of the campaign and of Sleep3 hinges upon every division of TNBC playing the appropriate role in the testing, funding, manufacturing, and distribution of the product. Prior to the launch of external communications, the leadership team will view a presentation on the campaign and receive the opportunity to discuss its place in the desired vision and mission of Nature's Bounty and TNBC. This group also will provide recommendations for revision. Throughout the launch year, these individuals will receive monthly updates via email on the progress of the campaign. Developments also will be covered in quarterly briefings or in unscheduled meetings, should an issue arise.

## **Scientific Advisory Council**

The external researchers and scientists on the company's Scientific Advisory Council were instrumental in the development of Sleep3. Their nutrition and health trends insights allowed the team to create a product to meet the increasing consumer need for quicker and easier access to more and better sleep. Prior to the formal launch, this group will view a presentation on the campaign and provide feedback on how the communications convey the strengths of Sleep3.

## EVALUATION PLAN

Assessing each strategy and tactic's effectiveness in meeting the campaign objectives is essential in determining if the utilized financial and time resources were warranted and applied appropriately. The evaluation plan serves as the foundation for claiming campaign success. It also indicates points at which modifications can be made during the year to arrive at the desired results. Key factors that will be measured across the campaign include visits to the minisite (Google Analytics), sales, engagement (e.g., use of the hashtag #SleepWhenYouShould), and media pick-ups. Other tactic-specific evaluation methods are summarized below.

### **Objective 1**

Reach 15.8 million unique consumers between the ages of 30 and 55 through digital advertisements of Sleep3 on ad-supported streaming platforms.

### ***Evaluation Methods***

The team will use Hulu and Spotify's provided measurement solutions to assess reach, resonance, and reaction and to answer the following questions:

- Did the right audience see my ad?
- Did the campaign drive awareness of my brand?
- Did my ad drive conversions? (Spotify, n.d.b; Hulu, n.d.b)

Available metrics for determining ROAS for Hulu's CICs include impressions, clicks, completion rate, time spent viewing, and CTR (Hulu, n.d.a). Pause ads will be evaluated for effectiveness through the number of click-throughs to the campaign minisite. The team will set a desired click-through success rate range of 15 to 25% for the two tactics combined. Similar metrics will be analyzed for Spotify to gauge if AE ads are reaching the target market. The playlist most frequently selected by users in the target market initially will

be the base for sponsorship and ads; however, if click-throughs and resulting sales are low, a new playlist will be selected.

The number of unique users, viewers/listeners, and cookies will be recorded for both platforms as additional quantitative data points. To document qualitative data, social media will be monitored for conversations about the ads and Sleep3 (via a listening tool such as Meltwater). The team will set a desired minimum positive sentiment rate range of 40 to 50% to measure this aspect.

**Budget:** No additional cost beyond the management fees that are included in each correlating media budget allocation and the existing cost of the media monitoring tools in place at Nature's Bounty

## **Objective 2**

Achieve 246,000 unit sales of Sleep3 via in-store promotions directed to professionals aged 30 to 55 who are *aspiring* "health champions."

### ***Evaluation Methods***

A combination of radio frequency identification (RFID) asset tracking and inventory management systems will be used to monitor purchases of Sleep3 SKUs from specific lots delivered to select stores with POP placements. This data will be collected anonymously and will be analyzed solely for meeting the quantitative goal. However, the digital displays will include quizzes that request that consumers identify their age range and level of commitment to wellness. Shoppers also will have the option to purchase Sleep3 right at the in-aisle kiosk. They also will be asked to submit an email address so that the brand may follow up with customers and track additional purchases they make online to track loyalty and assess customer lifetime

value. Altogether, these digital procedures will provide for holistic measurement of the number and quality (i.e., target audience members) of ultimate conversions (i.e., sales).

Two additional measurements of the tactic's effectiveness will involve comparing the sales of stores with POP displays to those without them and using media monitoring and social listening via a tool such as Meltwater. For the former calculation, the team will seek a minimum of a 3% higher sales rate; through the latter method, positive comments about the displays and the brand will be collected as qualitative data contributing to an overall improved sentiment score for Nature's Bounty.

**Budget:** \$98,400 for unit tagging, \$1,439.40 for tracking and inventory system service | \$99,839.40

### **Objective 3**

Partner with large corporations to generate trial of 45,000 frequent business travelers through participation in wellness programs.

#### ***Evaluation Methods***

Depending on the size and nature of the business, each company will purchase 250 to 1,000 units of Sleep3 to distribute to employees who participate in their wellness programs. The number of these complimentary packages collected by staff members will be tracked. For those desiring to make additional purchases, employees will be provided with a unique company group code to enter during the purchasing process on the campaign minisite or Amazon; the number of uses of each company's code and completed sales will be recorded. These measurements will indicate if the quantitative goal has been met.

Qualitative data will be collected during pre- and post-workshop surveys. At these times, participants will be asked to provide information on their perceptions of sleep, wellness, the potential and actual benefits of Sleep3, and the Nature's Bounty brand to demonstrate the effectiveness of the program, product, and brand narrative. The number of positive testimonials will be recorded as a quantitative and qualitative reflection of improved sentiment as well as an indication of future customer loyalty.

All participating employees will be considered sales accepted leads due to their involvement in the Nature's Bounty | Sleep3 wellness segments. The team will set desired company-specific lead-to-customer ratios to assess the value of those who take complimentary Sleep3 units and/or buy them individually in relation to the number of employees who were reached by the program.

Frequent business travelers who are employed by organizations other than the 12 that will be partnering with Nature's Bounty will learn of Sleep3 and the brand's advocacy for sleep wellness for professionals through regional news releases. The efficacy of these releases will be assessed through the number and quality of outlet pick-ups and the amount of user engagement on the online stories (e.g., likes, shares, comments). Portions of this data will be acquired through PR Newswire, PRWeb, and Marketwire.

**Budget:** No additional cost beyond the media allocation for the workshop curriculum

#### **Objective 4**

Attain 231,000 unit sales of Sleep3 initiated through region-specific traditional print media and completed via a dedicated campaign website.

## ***Evaluation Methods***

The existing customer relationship management (CRM) system for Nature's Bounty will be employed to track sales from consumers reached by FSIs. These prospective customers' addresses and demographic data—including age and income—will have been entered into the CRM system after the initial acquisition of mailing lists. The team will set a desired success rate range of 30 to 60% for each state within which the FSIs are distributed. This will be measured quantitatively through a record of the number of uses of coded coupons and unique link codes for in-store and online purchases.

Responses to transit ads will provide quantitative and qualitative data. Each poster will display a link and/or QR code so that purchases attributed to a specific ad in a particular city can be precisely recorded. Data regarding store proximity to the ads and routes will be analyzed to determine the probability of influence the ads have on Sleep3 purchase behaviors. Lastly, online conversations about the ads also will be monitored for sentiment quality.

Analysis of the campaign minisite, [sleepwhenyoushould.com](http://sleepwhenyoushould.com), will be conducted with Google Analytics and Alexa. The Nature's Bounty website currently has a high bounce rate 57.4% and a low number of referral sites (175) compared to its competitors (Alexa Internet, Inc., n.d.). The minisite should improve upon these statistics and demonstrate possible changes for the company site.

**Budget:** No additional cost beyond the media budget allocation

## **Objective 5**

Generate trial of 173,000 customers via online paid media (non-streaming) targeted to consumers aged 30 – 55.

## ***Evaluation Methods***

The assessment of meeting this objective will include reviewing metrics and analytics for Amazon and YouTube ads, Facebook ads and traditional posts, and Thrive Global content. Each platform maintains its own measurement systems. For Amazon, the team will measure the total cost and CPM cost of running each ad against the total impressions, click-throughs, detailed page views, number of purchases, purchase rate, and purchase sales figures to determine ROAS for the tactic broadly and as granularly as by ad type, content style, and more. Similarly, for YouTube and Facebook, the team will analyze and compare the actual CTR and CPC figures to those in the media tactics cost estimates, with the goal of achieving equal or lower costs. Videos will be measured by core performance (views, view rate, watch time, CPV). Ad relevancy—rankings for quality, engagement rate, and conversion rate in comparison to competitors for the same audiences—also will be documented to help determine the proportion of interest in Nature’s Bounty and Sleep3 compared to that in sleep products from other brands. This information will be used to revise and reprioritize messages as needed to better educate or persuade consumers. Like the ads, all Thrive Global campaign content will include unique links to the minisite or Amazon. Google Analytics will be employed to attribute views to the site, and ultimately purchases, to Thrive Global. Across all platforms, unique users, viewers, and cookies will be quantified and recorded to document reach and corresponding sales accurately.

**Budget:** No additional cost beyond the management fees that are included in each correlating media budget allocation

## CONCLUSION

Though it is the core of the product name, Sleep3 is not about sleep. It is about enabling consumers to perform better in their lives. For this campaign, this means reenergizing customers so they can conquer the workday and support family and friends with vigor. Therefore, while Sleep3 is for restful nights, its true deliverable is the more vibrant day that comes when you *sleep when you should*. The preceding IMC plan provides a framework for conveying this to consumers and achieving over \$10 million in sales in the process.

The campaign's objectives are structured to reach prospective customers everywhere they already are: on their devices, in stores, in vehicles, at their workplaces, and at home. These aims are specific, measurable, and targeted to consumers who are both in need of Sleep3 and inclined to try it. Utilizing a mix of paid digital and traditional media, in-store sales promotion, grassroots public relations, and direct marketing strategies that speak to the specific consumer mindset of "workday warriors," the campaign will ensure that targeted consumers understand the value of sleep in developing holistic wellness and are inspired to engage with Nature's Bounty regularly by purchasing Sleep3—and other products—and by creating conversations online and offline for years beyond the product launch.

In adopting the Sleep When You Should IMC plan, Nature's Bounty will earn this loyalty and the corresponding sales. However, prompt action is required to attract customers to Sleep3 and Nature's Bounty before competitors release more comparable supplements. Nature's Bounty must act now to lead the sleep wellness movement for consumers who are seeking the relaxation, rest, and recharging offered by Sleep3.

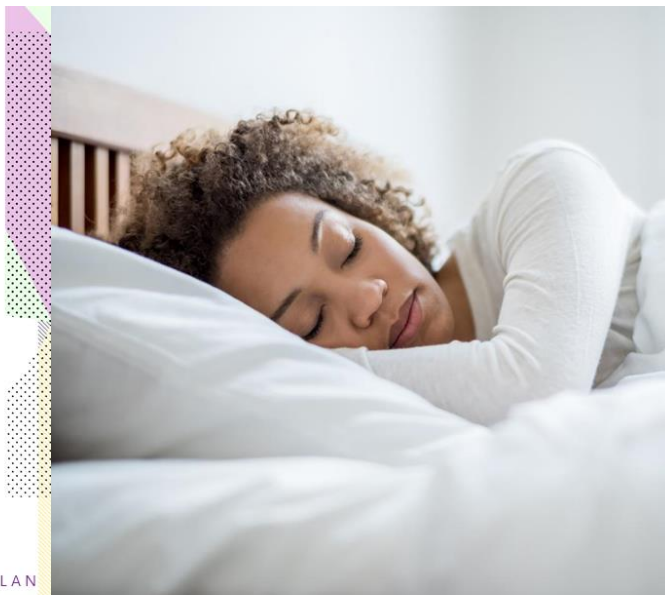
Appendix A: Campaign PowerPoint Presentation

1

NATURE'S BOUNTY | SLEEP3

# SLEEP WHEN YOU SHOULD

INTEGRATED MARKETING COMMUNICATIONS PLAN



2

NATURE'S BOUNTY | SLEEP3

## THE PRODUCT

SLEEP3, FIRST & ONLY MAXIMUM STRENGTH TRI-LAYER SLEEP AID

- Natural ingredients
- New technology combination
  - Three layers with rapid and time-release
- Three benefits in one pill
  - Relax, fall asleep faster, stay asleep longer
- Produced in three sizes
  - Campaign focus: 30-count, \$11.99 package
- Available in sleep and VMHS aisles



**TRIPLE ACTION TIME RELEASE TECHNOLOGY**

**Layer 1:** Calming L-theanine combined with nighttime herbs chamomile, lavender, valerian root and lemon balm help you relax and unwind.\*

**Layer 2:** Rapid-release melatonin helps you fall asleep fast.\*

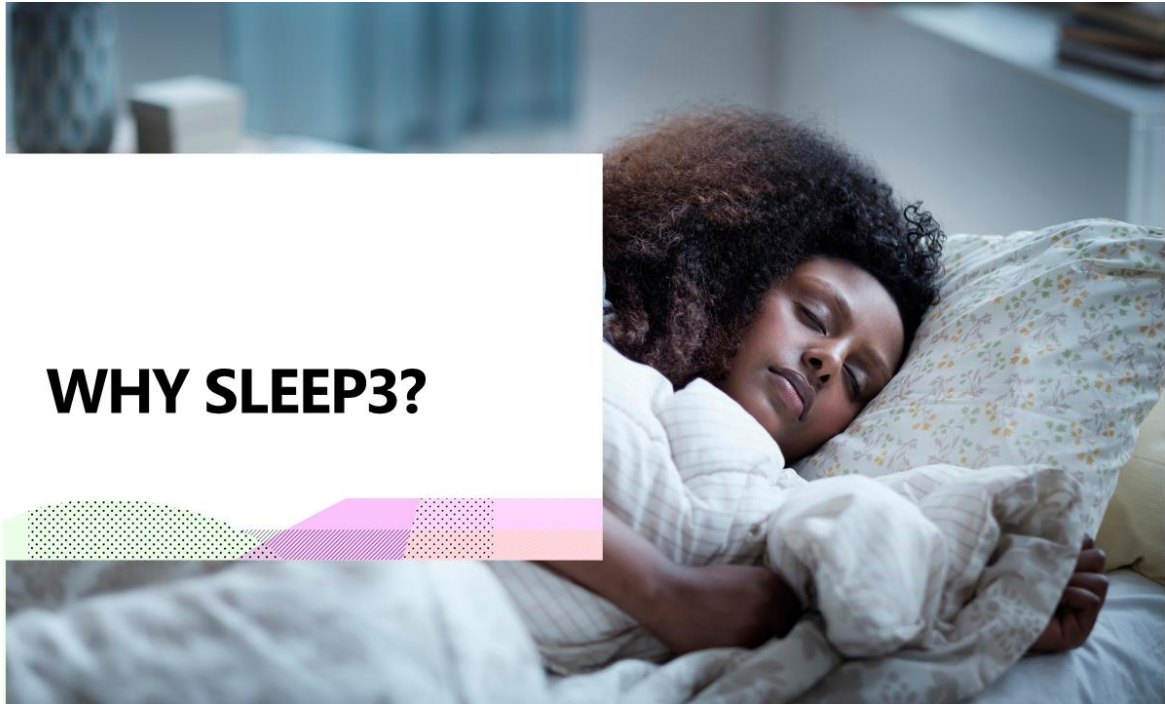
**Layer 3:** Time-release melatonin works with your body's natural sleep cycle to help you stay asleep.\*



# THE COMPETITION

NATURAL AND DRUG-BASED SLEEP SUPPORT PRODUCTS IN EVOLVING VMHS INDUSTRY

- **Catalysts for industry growth:** aging population, increased consumer awareness for preventative healthcare, self-directed consumers, channel proliferation, shift from ingredient-focused messaging
- Competitors on VMHS and sleep aisles
- Brands known for drug-based sleep support now offer natural solutions



# WHY SLEEP3?



# THE PROFESSIONALS

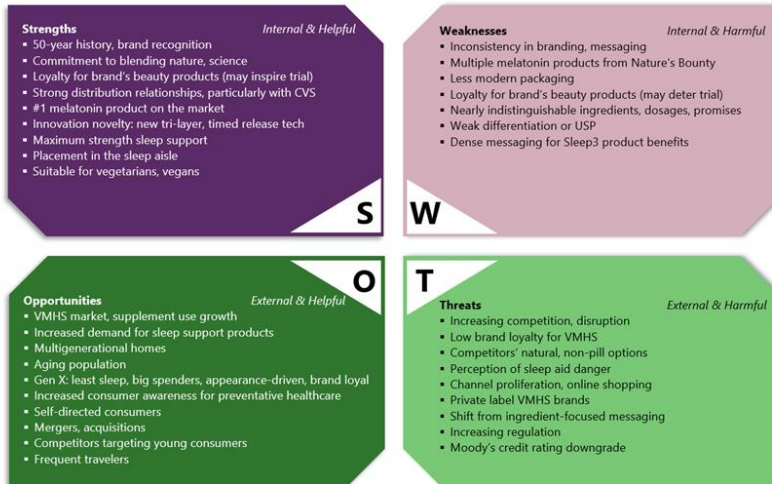
WORKDAY WARRIORS NEED SLEEP3

- Sleep is an additional catalyst for growth
- More than 1/3 of American adults report not sleeping enough
- Lack of sleep = annual economic loss of \$411 billion and 1.2 million working days
- **Opportunity:** Sleep-deprived workers



# SWOT MATRIX

WHAT HELPS + WHAT HURTS





## THE CHALLENGE

SUCCESSFULLY LAUNCH SLEEP3,  
\$10 MILLION+ YEAR-ONE SALES

- Overcome low loyalty in industry
- Emerge from homogeneous VMHS landscape for sleep
- Tout Sleep3's strength, innovation
- Simplify messaging

## MARKETING GOAL

Achieve over **\$10 million** in sales of **835,000 units** of Sleep3

## CAMPAIGN BUDGET

**\$3,000,000**

**Anticipated ROI:**  
*\$2.34 per \$1.00 spent*

## CAMPAIGN OBJECTIVES

MEET CONSUMERS WHERE THEY ARE

- Reach 15.8 million unique consumers between the ages of 30 and 55 through digital advertisements of Sleep3 on ad-supported streaming platforms.
- Achieve 246,000 unit sales of Sleep3 via in-store promotions directed to professionals aged 30 to 55 who are *aspiring* "health champions."
- Partner with large corporations to generate trial of 45,000 frequent business travelers through participation in wellness programs.
- Attain 231,000 unit sales of Sleep3 initiated through region-specific traditional print media and completed via a dedicated campaign website.
- Generate trial of 173,000 customers via online paid media (non-streaming) targeted to consumers aged 30 – 55.

# TARGET MARKET

## + "WORKDAY WARRIORS"

- Professional women and men between the ages of 30 and 55
  - Oldest Millennials, Gen X, youngest Boomers
  - High poor sleep reportage rates

## + SECONDARY TARGET

- Frequent business travelers

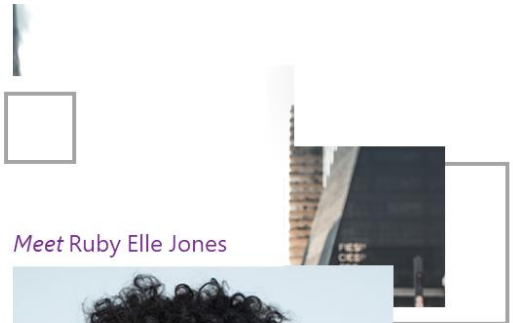
## + PRIME PROSPECT

- Black women, aged 39 – 54 (Gen X)
- Higher education, income
- Southeastern, eastern U.S.
- "Magic Bullets" or "Fence Sitters"

# PRIME PROSPECT

## + BUYER PERSONA

Ruby Elle Jones is a 45-year-old civil engineering manager who lives in an Atlanta suburb with her partner Brian, three kids (ages 23, 17, and 15), and mother. Each day she commutes to and from her office, where she manages multiple construction projects. Long days at the office are inhibiting her healthy habits. She has turned to supplements and internet tips to keep up her energy and to content streaming to inject a little fun into her life. However, her daily stress is keeping her up at night, so she is looking for a little help to get the rest she needs to continue to excel on the job and at home.



Meet Ruby Elle Jones





# BRAND POSITIONING

## + PERSONALITY

- Capitalize on notion of potency—strongest, safest
- Innovative blend of science and nature
- Rapidly deliver full, restful night's sleep (to professionals)
- Non-technical and straightforward
- Gets the job done

### Nature's Bounty...

- is an accomplished student of wellness, lifelong learner
- enjoys trying new things, manifesting her creativity
- encourages friends to step out of their comfort zones
- loves to polish her outside appearance
- knows taking care of her internal systems is key to vitality
- is a clear, consistent, steady, successful, leader
- appreciates history, desires to thrive in the present

Effective



Engaging

Educational

Effortless



**Sleep3 rapidly delivers relaxation and rest to recharge the weary workday warrior who needs to conquer each day with confidence.**

INTEGRATED CREATIVE STRATEGY STATEMENT



# MEDIA BUDGET

\$3,000,000

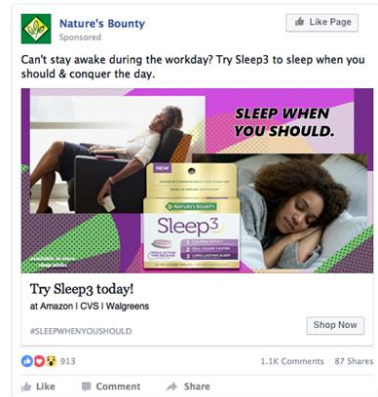
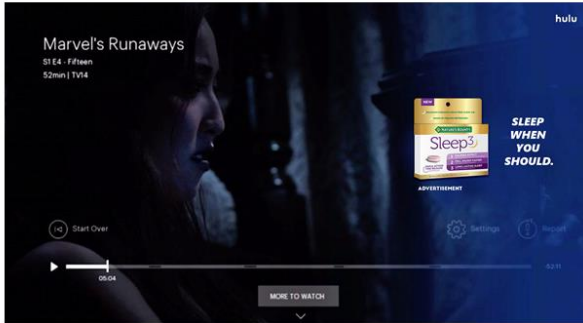
MEDIA TYPE	% OF BUDGET	COST	SALES	ROI
Paid Media	46%	\$1,397,000	394,000	\$16.75
Sales Promotion	31%	\$932,000	246,000	\$4.37
Public Relations	6%	\$168,000	45,000	\$4.43
Direct Marketing	17%	\$503,000	150,000	\$2.58

The creative executions for Sleep3 include:

- Manufacturer's Coupon:** A coupon for "Buy One 1/2 Get One OFF one Sleep3 supplement any flavor". It includes a barcode and a disclaimer: "This coupon is valid on the following product only. One coupon per customer. Customer pays any sales tax, local, regional or national." Expiration date: 9/13/2019.
- Transit Shelter Ad:** A large ad featuring a woman sleeping peacefully in a transit shelter. The text reads: "The strength of science and nature balanced in three layers that help you relax, rest, recharge, and conquer the day ahead." It also features the Sleep3 product box and the hashtag #SLEEPWHENYOU SHOULD.
- Spotify Audio Ad:** A 25-second audio advertisement with the headline "SLEEP WHEN YOU SHOULD." and a "LEARN MORE" button. The ad features a woman sleeping in a transit shelter.

## CREATIVE EXECUTIONS

Free-standing insert, transit shelter ad,  
Spotify Audio Everywhere ad



**CREATIVE EXECUTIONS**

Facebook sponsored post, Hulu Pause Ad



**YouTube Ad Script – Paid Media (Digital)**

Nature's Bounty | Sleep3 07/03/19

1:00 Video  
"Workday Warrior"

VIDEO [00 - :06]:

SFX SOUNDS OF PHONE RINGING, PAPER SHUFFLING, COPIER PRINTING, FADE UNDER,  
OPENS ON LS BUSY WORKPLACE. CUT TO MS WOMAN [LEAD] PRESENTING TO ROOM OF EXECUTIVES.

AUDIO [02 - :06]:

NARRATOR (VO): You spend one third of your day at work. . .

**THE NATURE'S BOUNTY CO.**

presents  
**SLEEP WHEN YOU SHOULD: THE REST OF WELLNESS**

the workday warrior's path to a good night's sleep



**Purpose & Goal**

Sleep When You Should: The Rest of Wellness is a voluntary employee health workshop designed to improve sleep habits and reduce the stress of corporate staffers to improve their well-being and work productivity. All employees are eligible to participate. The workshop intends to encourage employees to engage in healthier behaviors to increase the amount and quality of rest they receive each night. It also will provide a supportive environment in which employees can learn about and implement positive sleep-related lifestyle changes that will boost their job performance.

**Instructors**

All workshop instructors will be certified health educators and sleep specialists whose credentials (i.e. degrees and training certificates) have been reviewed and accepted by Nature's Bounty and the wellness committee of the participating corporation.

**Content**

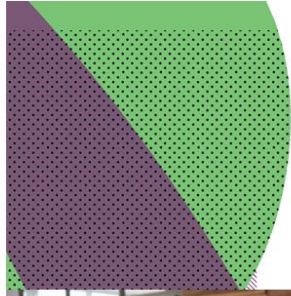
Activities included in the Sleep When You Should: The Rest of Wellness workshop will be categorized as awareness, engagement, and advocacy. While all these activities will originate in the workshop, the timelines for many of them will extend beyond the single segment. The following is a sample list that can be amended for each organization depending upon the quarter or month of its workshop:

**Awareness**

- o Sleep wellness information on digital message boards
- o Coverage of the workshop in employee newsletters
- o Company-wide sleep education announcements
- o Sleep Awareness Week (March 2 – 9, 2020)

**CREATIVE EXECUTIONS**

YouTube Ad,  
wellness workshop curriculum excerpt



# INTERNAL COMMUNICATIONS

TO MOST VALUABLE ASSETS

**Associates:** All TNBC employees will experience the same wellness program and engagement opportunities offered to corporate partners. They also will experience the interactive POP display before the public does.

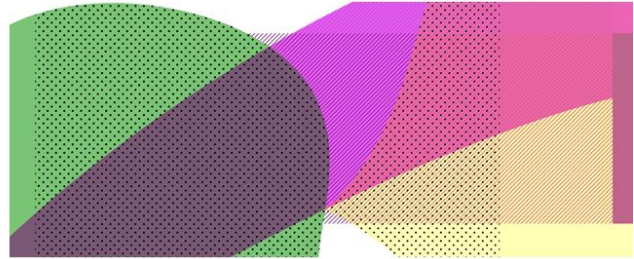
**Leadership Team:** This group will view a campaign presentation and offer feedback prior to its launch. These individuals will receive monthly and quarterly progress updates.

**Scientific Advisory Council:** This group will offer feedback on a campaign presentation prior to launch.



# EVALUATION PLAN

MEASURING SUCCESS



	Platform Analytics	Social Media Monitoring	CRM	Surveys	Asset Tracking	Store Sales Comparison	Media Pick-ups	Overall Attributed Sales
Paid Media	■	■					■	■
Sales Promotion		■	■	■	■	■	■	■
Public Relations		■	■	■			■	■
Direct Marketing		■	■					■

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