

There's a cure for the vitamin and supplement brand blindness.*

**BRINGING CLARITY
TO BRAND CONFUSION**



Yes, there are ways to minimize the stress consumers experience trying to find something healthy for them.



In our experience, the brands that really succeed are the ones that make a REAL CONNECTION with the consumers. The ones that really look different. The ones that have a strong story behind them.

This is where RDLB comes to action!

Differentiation

This is an industry where brands that understand that the label and the communication are key are the ones that really succeed. The problem today is that it's not a secret anymore. This is why there's a huge challenge for each brand on **how to differentiate themselves on the shelf**. The role of the brand is to bring clarity whenever there is consumer confusion. So far, these brands are differentiating themselves by color or name but they are not putting enough thinking behind clarity for the consumers. It's impossible to find a worse aisle that's difficult to shop in than the vitamin and nutrient supplement category. Shoppers will literally stress themselves out trying to find something healthy for them in a sea of confusion. This category needs a cultural shift, in terms of communicating with consumers.

PR

In this category, PR is particularly powerful but the secret recipe to making this work is having a huge amount of creativity.

Social Media

We expect a lot of followers behind famous rock stars or behind a fashion brand, but believe it or not, this category of nutrition, supplements, and vitamins is undergoing a huge trend called the health trend. Due to this, the whole category is willing to share likes, comments and posts, and they are always looking for something new that can improve this healthy kind of living that everyone is looking for nowadays.

Influencers

Not all of them will bring value to your brand. In fact, choosing the wrong ones could cause a negative effect especially in the health industry. Influencers of the health trend have a strong voice and many people turn to them to form their initial opinions on a brand and their products. If these influencers say something negative about your brand, their followers will believe it. So you must choose the right one.

Co-op Initiatives

Another practice in this industry is the cooperation between the brand and the different distribution channels. Sadly, there are still companies that let this decision be made by the distributors. The majority of the time, they use this money for discounts to improve sales instead of communication that builds up brands. At RDLB, we can help you manage this relationship with distributors taking care of the destiny of all of the funds because for us, the most important thing is your brand.

Sales Communication Materials

Another strong channel of sales is the team that we have on the street making new contacts and creating new clients. The communication materials that they use during these meetings determines whether you close deals or close doors. We are here to help you create simple, clear and smart papers that directly brings deals to the table.

Trade Shows

This is the moment where the world stops and all your competition that you've been following and checking through websites appear and meet physically in one place and time. Even worse, our most important client is there. We better know how to play this game, know how to differentiate our stand, but mostly explain effectively the real equity of the company and what the company is all about. For RDLB, there is always a before, during and after in trade shows, and all three times must be well thought and well executed.

RDLB. Agency services include corporate and product revamping, marketing strategy, competitive analysis, brand positioning, graphic design, creative content, and more importantly, brand storytelling.

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