

CASE STUDY: Life Nutrition



brief

An existing health supplement brand, recently launched in Hong Kong, came to Fluid for exhibition design and marketing initiatives to help raise the profile of their newly repackaged product.



solution

Working closely with the exhibitions manufacturer, Fluid developed Life Nutrition's first exhibition booth for the Naturals Foods show at Hong Kong Convention and Exhibition Centre in 2010. Many of the items and features of the booth were created so that they could be reused. Their modern and clean lifestyle-driven designs were enormously successful at the exhibition and elsewhere, standing out among competitors in the nutritional supplement market. Fluid went on to create a bespoke marketing campaign aimed at young, affluent professional Hong Kongers, advocating the benefits of Acai Berry with Pomengranate, one of Life Nutrition's key products. Through Fluid's partner products, Foodie and ILoveSoHo, a unique and relevant demographic was reached with marketing initiatives carried out to coincide with Life Nutrition's launch in Watsons. Both online and offline marketing featured heavily with use of direct advertising bolstered by advertorial content.

services

- > print collateral design
- > advertising design
- > trade show & environmental design
- > english content creation (online / offline)
- > editing
- > email marketing
- > esend services