



# Vital Nutrients

## V+T

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# Objective

Use Vital Nutrients' lens of Humanity and Living Proof platform to build a distinct and expressive Voice and Tone for the brand that resonates with multiple audiences from clinician to consumers.



# Why a Voice and Tone?

What is it?

Brands are inanimate and neutral.  
Consumers are living, breathing beings.

**A Voice and Tone humanizes a brand.**

# Why a Voice and Tone?

How is it accomplished?

## THE PROCESS

- 01** **First, we evolve the BRAND PILLARS into human CHARACTERISTICS of the brand**  
WHO THEY ARE | THE SOUL
- 02** **Then we use the CHARACTERISTICS to draw out the PERSONA of the brand**  
WHAT THEY'RE LIKE | THE FLESH AND BLOOD
- 03** **Then we use the PERSONA to inform VOICE**  
HOW THEY THINK | EXPRESSION, THE MIND
- 04** **Then we evolve the VOICE into a TONE**  
HOW THEY SPEAK IN DIFFERENT SITUATIONS | THE MOUTH

# Bringing Vital Nutrients to Life in Language

# Cultural Insight

There's no shortage of health information out there, but due to realities of economics, technology and scale — the interpersonal dynamic of the doctor-patient relationship is becoming a rarity.

**And it's missed.**

This fact is a great  
opportunity for  
vital nutrients.

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It has the brand  
foundation it needs  
to fill that gap.



# Brand Position

“Powering the Human Condition”

## Brand Idea

Vital Nutrients considers the **entire human condition: biology, lifestyle and the environment**, to create a family of supplements of the **highest quality which have continuously improved individual health outcomes** for two decades. Our **rigorous approach to ingredient sourcing and product testing challenges convention** of what a supplement can be and **continuously defies consumer expectations**. Our consumers are our greatest proof point and their feedback **fuels our innovation so we can develop products** that **impact how people live today and determines the vitality and happiness they will experience tomorrow**.

Supports the unique POV of whole human experience to relate to consumers and meet them on their terms.

Products that have Tangible Benefits: high quality products that address people as individuals and offering with real health benefits.

Ownable and unique to Vital Nutrients: Our passion and rigorous approach is what yields incomparable results and defines the category.

Connects to the higher-order emotional benefit of bringing surprise and satisfaction to a category that is clouded in cynicism.

Concludes with reinforcing that with people, our consumers, driving our process, we will continue to grow and thrive, together.

# Brand Platform

Vital Nutrients can show how they support the betterment of the human condition:

**Be the brand that speaks through the lens of humanity.**

## How We Act

PERSONA

We stand for something greater than ourselves; we stand for improving the human condition and always doing right by our partners, our communities, our people and our planet.



# Brand Pillars

**Impacting human health,  
one person at a time**

## Rigor

Our diligence is unparalleled. We go above and beyond in the sourcing, testing and formulating of our products; not only surpassing industry standards but establishing our own, and consistently exceeding the expectations of our consumers and partners.

## Agility

We move at the speed of innovation. We are keenly in tune with the evolving health needs of our consumers and this + Science is what drives our innovation process, and our unique formulations so we can address health concerns head on.

## Passion

Stretching beyond the obvious in pursuit of healthier outcomes. We are constantly striving to listen, test and learn to develop products that have real impact on people's lives.

## Human

Not beholden to corporate interests, we are a team of people who develop products for people, based on real human needs and designed for the real world in which they live, fulfilling their desire to live better lives.

**LISTEN. LEARN. LEAD.**

Defying expectations of what science and nature can do for humans to help them feel better



**Putting it all together.**

# From Pillars to Characteristics

**PILLAR**

**MEANING**

**CHARACTERISTIC**

RIGOR

Persistent and comprehensive. Takes into consideration the big picture and the small details.

COMMITTED

AGILITY

Highly responsive. Tuned in to what's going on in the lab and in your life. Understanding that the two are inter-related.

CONNECTED

PASSION and HUMANITY

A heartfelt and intellectual belief that every condition can be identified and improved. Over the short and long term.

COMPASSIONATE



**Who is the person  
that embraces these  
characteristics?**

# The Provider

(ESFJ\* on the Meyer-Briggs Scale)

## THE PERSONA

THE PROVIDER has an interest in taking care of others in a practical way. A super active listener, THE PROVIDER enjoys getting to know people and understanding their needs. You can almost see their mind working as they process what they're hearing. Dedicated and tireless, they are conscientious helpers, sensitive to others and energetically dedicated to their tasks. Generous with what they know, they feel a personal responsibility for other people, and are usually eager to get involved and help out. They want to engage people to contribute and accomplish what needs to be done. Spending time with THE PROVIDER is like having an appointment with the best doctor you've ever had.

**Committed**

**Connected**

**Passionate**

\*ESFJ stands for Extraverted, Sensing, Feeling, Judging. Extraverted: a person who is energized by time spent with others. Sensing: who focuses on facts and details rather than ideas and concepts. Feeling: who makes decisions based on feelings and values. Judging: and who prefers to be planned and organized rather than spontaneous and flexible.

# The Provider's Language

## THE VOICE

THE PROVIDER is a people person who uses words to build a bond with you. A great talker and a great listener, when they speak, the conversation isn't one way. They ask questions that make you feel personally heard, and give answers that aren't pre-scripted. No small talk or lofty talk. No clipped cadence or cliches. Just real, useful statements that reflect their book knowledge and life experience. They share stories and anecdotes about the people and situations they've encountered to make you feel at ease and not alone in your situation. No topic is too trivial or too obscure. They share to do lists to give you an active and meaningful role in what comes next. They are everyone's number one source for guidance and advice that is reliable and practical. Talking to them leaves you feeling enlightened and positive. You understand where you are, and feel like you have the tools to get where you want to go...to a better tomorrow.

**The biggest guideline?  
Much less WE,  
much more YOU.**

## THE TONE

Engaged  
Reaffirming  
Specific

## IT IS/ISN'T

Personal — Meddlesome  
Detail-oriented — Prescriptive  
Fluid — Indecisive  
Understanding — Emotional

Confident — Cocky  
Analytical — Nerdy  
Reassuring — Hand holding



# THE TONE IN ACTION

ASPECT OF THE TONE	WHAT IT MEANS WHEN WRITING	DO/DONT	EXAMPLES
<b>ENGAGED</b>	Be actively involved.	<p>DO: Ask hopeful and proactive questions. DO: Leverage the patient intake paradigm to employ questionnaires that are more than box checking.</p> <p>DON'T: Ask sanctimonious or guilt inducing questions.</p>	<p>What do you want your next ten years to feel like?</p> <p>Prebiotic, postbiotic. Find out if they're symbiotic with you.</p> <p>Is it time to switch up your one-a-day routine?</p> <p>VITAL ANSWERS: If your diet changes, should your supplements?</p>
<b>REAFFIRMING</b>	Tap into personal experience (the brand's and theirs).	<p>DO: Share real life expertise. DO: Leverage the case history paradigm to show positive outcomes. DO: Express understanding of life situations.</p> <p>DON'T: Excuse bad behavior.</p>	<p>Your body is with you for life. Give it what it needs at every phase.</p> <p>TREND VS TRUTH: Why going vegan may not be the way to go for you.</p> <p>CASE HISTORY: Cara's path from gluten intolerance to food freedom.</p> <p>SUPPLEMENT INSTEAD: Migraines...reach for the magnesium, not the aspirin.</p> <p>10 rare conditions that aren't as rare as you've been led to believe.</p>
<b>SPECIFIC</b>	Explain and give details.	<p>DO: Express certainty. DO: Cite facts, studies, real life. DO: Cite/respond to feedback and reviews to explain and illustrate why something works.</p> <p>DON'T: Be rigid. DON'T: Don't get mired down in incomprehensible or uninteresting details.</p>	<p>Thinking about having children? Make a pre-pre natal, prenatal and postnatal supplement plan. For both parents.</p> <p>You validate what we create.</p> <p>Stop looking at the scale. Start looking at the numbers that really matter.</p> <p>UNDERSTAND THE LABEL: <i>There's much more to potency than numbers.</i> What potency is it? Your body is the ultimate judge. Your metabolism and lifestyle, the additives in the formula, the time you take it, what you take it with and many other factors determine what your body actually gets from the supplements you take. We compensate for these variables by making sure...</p>

**NOTE:** Each piece of messaging should have at least one of these qualities-engaged, reaffirming, specific. It may have more, but likely will not have all. Bear in mind the topic, the audience and the channel.

**YOUR LIFE.**  
**OUR SCIENCE.**

VITAL NUTRIENTS

# Appendix

## How We Act

### PERSONA

We stand for something greater than ourselves; we stand for improving the human condition and always doing right by our partners, our communities, our people and our planet.

## What We Say

### LANGUAGE

We are passionately committed to utilizing our deep knowledge, forward-thinking innovation and relentless drive to better the health of the people and the planet. We speak in “if not’s”, “why not’s”, and everything is framed in a consumer-first mindset as we partner with them on their health journey.

## How We Say It

### TONE

We are confident and knowing. We do not declare, rather lay out the facts, ask questions, and let the consumer decide. We are:

- Understanding/Empathetic
- Honest (direct)
- Conversational
- Enthusiastic
- Relatable/Anecdotal
- Optimistic

## What We Want Others To Say

### BUILDING BRAND LOVE

- We are beloved because we listen
- We are real (authentic and consistent) and we don't cut corners
- We can be counted on to do the right thing for humanity
- We demonstrate that what we care about most is the health of people over the motive of profit

**Thank You**