MAGOX - PACKAGE CONCEPTS



MAGOX REBRANDING



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To preserve achieved consumer loyalty, initially retain primary elements of current package,

- Blue text on white background
- Green swish below brand
- Blue field below swish
- Green gradient behind brand name (optional)
- Position of 400
- Serif font
- Lower baseline for "M" and "O"

- Display muscle relief image invites consumer identification with ailment and relief (vary this image)
- Italicize fonts: adds attitude/product confidence that brand is effective/active
- Place HCP logo to build awareness
- Standardize layout for other HCP brands
- Use gradations, lighting and shadows to add depth
- Show product
- Increase shelf visibility: horizontal layout, larger box or riser card
- Include peg board die cut on riser card to offer additional placement options
- Highlight top benefits on riser card
- Brand placement on all 4 panels for greater

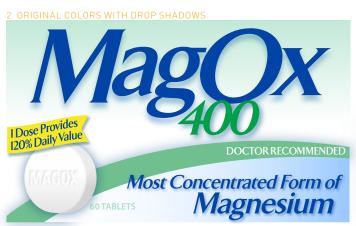
recognition at all angles

• Optional: Step the package revamp to ensure consumer loyalty. Introduce package #1, then #8 sometime thereafter.

- Facebook MagOx page
- Facebook HCP/Health advice page with links to all HCP products
- MagOx.com website Links to include:
  - Home
  - Health improvements
- Do you need MagOx? Profile of likely candidates for MagOx
- Testimonials
- Free sample (TBD)
- Dr. recommendations
- Interactions
- Other HCP products
- Forward link (family referral)
- Purchase online "For yourself or family member"
- Consumer Info/FAQs















MAGOX - PACKAGE CONCEPTS







Magnesium





MAGOX - PACKAGE CONCEPTS HCP-001





MAGOX - PACKAGE CONCEPTS

Key package (front panel) elements repeated across multiple brands builds brand awareness for HCP, not just individual products. Drives sales.

- Design exploration
- Alternative designs/revisions
- Package Implementation
- Web design/social media
- Ad design







MAGOX - PACKAGE CONCEPTS HCP-001

Pharmaceutical products enjoy free and immense exposure through Facebook. Hundreds of thousands reached. Methods of building brand loyalty include:

- branded photos (Advil's yellow border & triangle signage, Tylenol's white border & watermark)
- health tips
- unique engagements: "Activity Center"
- product views
- family imagery (Tylenol wall photos)
- identification sells: sales increased via imagery of

targeted consumer, i.e., athlete, concerned mother (boy in pool)

• branded font/color palettes







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# INTERNET STRATEGIES

Pharmaceutical website Vicks.com offers:

- Buy Online Solution Finder •health tips
- product images (note their consistent branding)
- positioning as a "care leader" (addresses teenage abuse)

